JULY 1, 1946 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

. . . with hands skilled by the past

While some men are probing the mysteries of the atom by means of the electron microscope and the cyclotron, colleagues of theirs are studying means and methods of conveying radio's newest accomplishments—FM and Television—to millions of American Homes.

In the past, as the radio industry moved forward, The Fort Industry Company was quick to adopt far-sighted measures which resulted in finer radio—faster!

Today the Fort Industry Company, a symbol of radio leadership, is assuming this responsibility by mobilizing its resources to give its large listening audiences radio's most recent developments, and more of the type of broadcasting which symbolizes a FORT INDUSTRY STATION.

THE FORT INDUSTRY COMPANY

A FORT INDUSTRY STATION

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WGBS, Miami, Fla.
WAGA, Atlanta, Ga. • WMMN, Fairmont, W. Va. • WLOK, Lima, O. • WHIZ, Zanesville, O.

IF IT'S A FORT INDUSTRY STATION . . . YOU CAN BANK ON IT

School *on* Saturday—

And Chicago kids love it!

WLS QUIZ-DOWN EDUCATES, ENTERTAINS AND STIMULATES CLASSROOM WORK!

SATURDAY mornings have been "school mornings" in Chicago the past year . . . and not a complaint has been heard!

THE REASON? A program of, by and for the kids themselves—WLS Quiz-Down (in cooperation with the Chicago Daily Times)—a sparkling half-hour battle of wits from Chicago's grammar schools, public and parochial.

SPARKED by famous Quiz Kid Harve Fischman, the Saturday morning shows have packed the Stevens Hotel Ballroom with youngsters each week—roused interest and talk in the schools all season—stimulated better classroom work, according to the teachers themselves.

A TEAM from each of two schools was chosen each week—the studio audience came from the participating institutions. Each Saturday, a winning team and a high scoring individual received recognition and awards.

WLS Quiz-Down is off the air for the summer—but thousands of Chicago grammar school pupils are ready and waiting for their Saturday sessions this fall.

QUIZ-DOWN is one link in a long chain of WLS special services to the Youth of Midwest America. It is a very pleasant part of our job—working with the leaders of tomorrow, *today!*

A Clear Channel Station

WLS CHICAGO 7

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER *President*

GLENN SNYDER *Manager*

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix • KTUC, Tucson • KSUN, Bisbee-Lowell-Douglas

THE YANKEE NETWORK NEWS SERVICE

12 YEARS OF *NEWS LEADERSHIP!*

New England's FIRST *Independent Radio News Gathering Organization*

On June 15, The Yankee Network News Service changed its format.

On that date, each edition — 8:00 A. M., 1:00 P. M., 6:00 P. M., 11:00 P. M. — went on the air, on the dot, with the latest, up to air-time headline news.

Since 1934 The Yankee Network News Service has operated the largest independent radio news service in New England. Over the years it has constantly enlarged its facilities for giving the most complete local, national and international news coverage. The present arrangement is therefore a change in style of news presentation only.

This new routine, we believe, will be more than ever in the public interest and will enhance Yankee leadership and acceptance as New England's most complete radio news service.

"NEWS while it is NEWS"

The Yankee Network News Service *On the Air*

For complete story and availabilities of the news in New England — Ask Your Petry Man

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS. Represented Nationally by EDWARD PETRY & CO., Inc.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

C. T. (SWANNEE) HAGMAN, vice president and general manager of WTCN Minneapolis, expected to resign effective in September to enter management of ABC. Highly successful and enterprising station executive, Mr. Hagman tentatively slated to head ABC's King-Trendle operations in Detroit now awaiting FCC approval of transfer, but plan may change before September. F. Van Konynenburg, WTCN commercial manager, slated to succeed Mr. Hagman.

DON'T COUNT too strongly on a World Telecommunications Conference in April 1947, proposed informally by State Dept. Russia holds aces at moment. Months ago U.S. suggested Soviet Union invite Big Five—Russia, U.S., Britain, China, France—to International Telecommunications Conference in Moscow, preliminary to World Conference. So far Russia has ignored U.S. suggestion, but could still issue invitations, even after plans are fairly well along for World Conference.

BRIG. GEN. KEN R. DYKE, processed out of Army after four years' service, to return to NBC in executive capacity before Labor Day. Roving assignment on top level expected to relate to overall commercial and client activities. Was NBC director of advertising and promotion before entering government service in 1942. Last assignment was education and information chief on General MacArthur's staff in charge of all sociological phases of Japanese occupation.

WHEN FULTON LEWIS jr. vacations for month beginning July 8, Al Warner, WOL-MBS news chief in Washington, and Ray Henle, ace WOL commentator, will pinch hit on alternate days over MBS. In past Mr. Lewis usually has used public figures rather than newsmen for vacation relief.

ROBERT E. STRIPLING, former chief investigator of the old Dies Committee on Un-American Activities, due for Army discharge and appointment to head staff of House Standing Committee on un-American Activities. On orders from "above" committee will be dormant until after November elections, but watch for splurge of investigations involving certain radio commenators and stations, reaching into FCC, late in year.

THERE'S still hope for 1947 NAB convention in New Orleans. It may take some juggling, but NAB headquarters staff is trying desperately to carry out 1943 convention commitment to hold annual session in romantic southern city. C. E. Arney, NAB secretary-treasurer, flew to New Orleans last week in effort to work out difficult hotel problem. Huge convention hall could be utilized, but hotels aren't certain they can provide accommodations.

NEW RECOGNITION by White House of Acting Chairman Denny's administration of FCC (see letter page 16) regarded as an-

(*Continued on page 89*)

Upcoming

July 1: Clear Channel Hearing Resumption, FCC Headquarters, Washington, D. C.

July 1-2: NAB Program Executive Committee, Drake Hotel, Chicago.

(See page 50 for other upcomings.)

Bulletins

FCC Friday announced revision of allocations of radio frequencies to non-governmental services involving joining of bands 3700-4000 mc into one band with limits 3700-4200 mc and shifting of Air Navigation Aids (Altimeters) band from 4000-4200 mc to 4200-4400 mc.

FAIRFAX M. CONE, chairman, executive committee, Foote, Cone & Belding, Friday indicated only mutual understanding of contract terms remaining between General Motors and sponsorship of Bing Crosby. Mr. Cone said deal would be on strict salary basis with no stock transfer, as previously rumored, involved. Sponsor understood to be in complete accord with Crosby stipulation that future broadcasts be transcribed. If aired by GM, ABC will be selected.

FCC announced Friday since but six applications remain for six available channels for television in San Francisco it cancelled Feb. 1 order designating applications for hearing.

KWK REALIGNMENT

REALIGNMENT of executive management of KWK St. Louis, announced Friday by Robert T. Convey, president, as sequel to recent sale of approximately one-third interest in station [BROADCASTING, June 24]. Arnold G. Stifel, former partner in investment firm, was elected chairman of board; Anthony A. Buford, general attorney for Anheuser Busch Inc., vice president; V. E. Carmichael, vice president in charge of sales and Ray E. Dady vice president and station director. Messrs. Stifel and Buford recently acquired minority ownership interests in KWK.

ANTI-BLACK MARKET SPOTS

RADIO being used in anti-black market campaign of Mid-State Lumber & Supply Co., Cranford, N. J., to move lumber at below OPA ceiling prices. Lieut. Col. Martin A. McDonough, Mid-State company president, enraged at lumber black market confronting him upon Army discharge, scoured country until located source of supply for monthly delivery of three million feet of yellow pine. Spots, stressing "carloads of yellow pine" on WNEW, WPAT and WHOM, along with placements in New York-Newark press. Agency, Radio Advertising Corp. of America, Jersey City.

Business Briefly

666 PLANS ● Monticello Drug Co., Jacksonville, Fla. (666 cough medicine) starts in September five-minute transcribed show featuring Jack and Minnie Spencer six times weekly. Program to be placed throughout southern market. Agency, Gahagan & Turnbull, New York.

DAVIS REPLACEMENT ● Lever Bros. Friday reported to have purchased *State Senator*, half hour dramatic program packaged by Lou Cowan Inc., New York, as replacement for *Joan Davis Show* on NBC next fall. Advertising economies dictated termination of Joan Davis, it's reported (see page 88).

SERUTAN BUYS HEATTER ● Serutan Co., Jersey City, July 12 starts 52-week sponsorship of Gabriel Heatter on MBS Friday, 9-9:15 p.m., EDST. Agency, Roy S. Durstine Inc., New York. Mr. Heatter sponsored Monday by R. B. Semler Inc., New Canaan, Conn.; Tuesday, Thursday by Zonite Products Corp., New York; Wednesday, by Barbasol Co., Indianapolis. Agency for all, Erwin Wasey & Co., New York.

RETAIL AIRPLANE SERIES ● Howard Aviation Inc. (state airplane distributor) Peoria and Pekin, Ill., sponsoring quarter-hour newscast on WSIV Pekin for sales of four nationally known models.

GILLETTE GETS ALL-STAR ● Gillette Safety Razor Co., Boston, July 9 sponsors annual All-Star Baseball Game, on MBS, 1:15 p.m., in Boston's Fenway Park. Agency, Maxon Inc., New York.

MURINE TAKES BROWN ● Murine Co., Chicago, July 14 begins sponsorship Cecil Brown newscast, Sundays, 8:25-8:30 on full Mutual network for 52 weeks. Agency BBDO Chicago.

COWAN JOINS T-H-S

ROY COWAN, president, Southwest Printing Co., Dallas, veteran southwest radio man, named manager, New York office Taylor-Howe-Snowden Radio Sales, effective July 15, O. L. (Ted) Taylor, executive partner, announced. Jack Keasler, former New York manager, returns to old post, commercial manager of WOAI San Antonio. Mr. Cowan active in development of Dr. Pepper Dixie Network, first major independent net in southwest and one time largest regional in U.S. Recently discharged as Army lieutenant colonel after war service.

WILDER NAMES HEADLEY-REED

APPOINTMENT of Headley-Reed Co., as national representative for Col. Harry C. Wilder's WSYR Syracuse, WTRY Albany-Troy-Schenectady announced Friday. O'Brien & Dorrance, New York, to handle promotion activities for two stations and WELI New Haven, Conn.

More and *Faster...*

More people can hear about your new product in less time with Spot Radio than with any other medium . . . at less cost, too.

If your new product needs better distribution or your old product is opening up new markets, let Spot Radio pave the way . . . fast.

These stations are quick workers . . . hard workers, too . . . make sure they are working for you.

●

REPRESENTED NATIONALLY BY

* * * **EDWARD PETRY & CO., INC.** * * *

NEW YORK · CHICAGO · LOS ANGELES
DETROIT · ST. LOUIS · SAN FRANCISCO

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KGKO	Ft. Worth, Dallas	ABC
KARM	Fresno	CBS
WJR	Detroit	CBS
WONS	Hartford	MBS
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS QUALITY NETWORKS

THE PACIFIC NORTHWEST MEANS...

KIRO

SEATTLE • TACOMA

TACOMA—Family Incomes $2300 Higher than National Average!

In 1945 the average Tacoma family had an income of over $5900—over $2300 *more* than the average American family!

Tacoma's nearly 43,000 families had a total income of over $251,000-000 in 1945. Its diversified industry is geared to peacetime production with such products as lumber, plywood, doors, furniture, flour, chemicals and metals. Tremendous backlogs of orders and a continuing demand for Tacoma's products help assure high incomes for the future.

KIRO, with 50,000 watts at 710 kc, delivers the finest radio service to this market . . . it brings Columbia programs to Seattle, Tacoma and the rich Pacific Northwest.

SEATTLE TACOMA

KIRO

The Friendly Station

SEATTLE, WASH.

THE PACIFIC NORTHWEST'S MOST POWERFUL STATION

50,000 Watts
710 kc
CBS

Represented by
FREE and PETERS, Inc.

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ROBERT K. RICHARDS, *Editorial Director*
Art King, *Managing Editor;* J. Frank Beatty, Bill Bailey, *Associate Editors;* Fred Fitzgerald, *Asst. to the Managing Editor.* STAFF: Jack Levy, Rufus Crater, Lawrence Christopher, Mary Zurhorst, Adele Porter, Margaret Elliott, Eleanor Brumbaugh, Irving Kipnes.

BUSINESS

MAURY LONG, *Business Manager*
Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi, Cleo Kathas.
AUDITING: B. T. Taishoff, Irving C. Miller, Mildred Racoosin.

CIRCULATION AND READERS' SERVICE

BERNARD PLATT, *Director*
Frank Bannister, Dorothy Young, David Ackerman, Leslie Helm, Pauline Arnold.

PROMOTION

WINFIELD R. LEVI, *Manager*

NEW YORK BUREAU
250 Park Ave. *PLaza* 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, Dorothy Macarow, Patricia Ryden.
Bruce Robertson, *Senior Associate Editor*
ADVERTISING: S. J. Paul, *New York Advertising Manager;* Martin Davidson.

CHICAGO BUREAU
360 N. Michigan Ave. *CEN*tral 4115
Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU
6000 Sunset Boulevard, *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

TORONTO BUREAU
417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

BROADCASTING Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Office

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SUBSCRIPTION PRICE $5.00 PER YEAR, 15c PER COPY

FEED MILLS
make jobs in the Nashville area

Processing animal feeds is a million dollar business in the Nashville area. . . . From farm to feed store this important industry makes jobs for thousands. . . . Manufacturing activities like this build a strong market for your product; and make a sales territory that is growing continually. . . . One million people in the Nashville trade area spend over 356 million dollars each year in retail stores alone. . . . Take advantage of this market. . . . Let WSIX do a selling job for you at reasonable cost.

American and Mutual

5,000 Watts 980 K. C.

National Representative

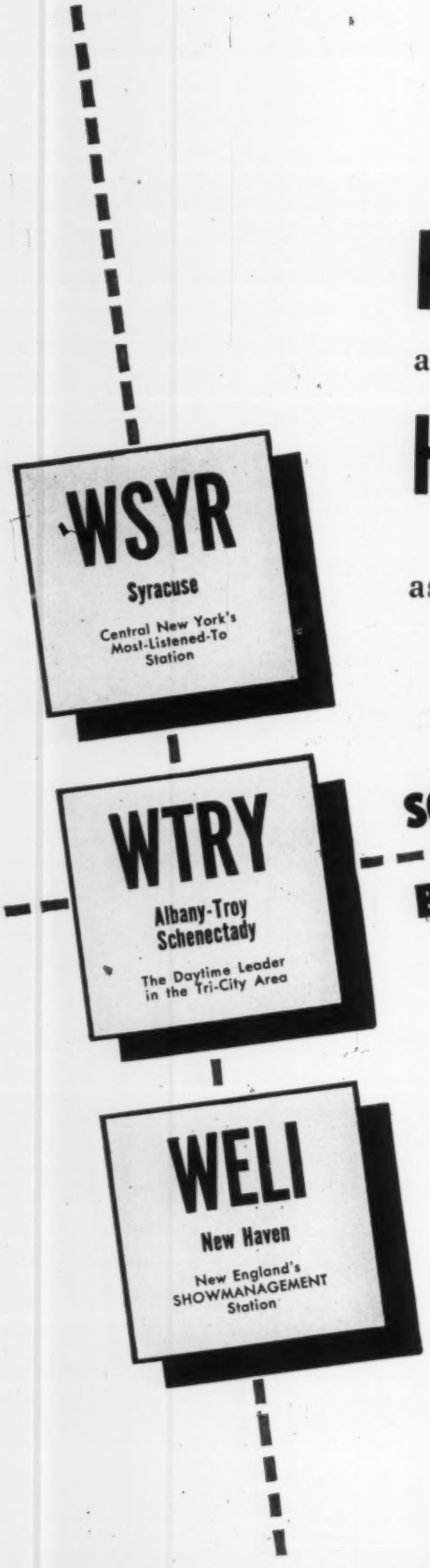
THE KATZ AGENCY, INC.

WSIX

The Voice of Tennessee's Capital City

NASHVILLE TENNESSEE

WSIX gives you all three: Market, Coverage, Economy



H. C. WILDER

announces the appointment of

HEADLEY-REED CO.

(*effective August 1, 1946*)

as exclusive national sales representative

SQUARE DEAL STATIONS

BRIGHT SPOT MARKETS OF THE EAST

For complete information on rates, programs available, market data, call your local Headley-Reed office:

NEW YORK
Murray Hill 3-5469

LOS ANGELES
Vandike 1725

CHICAGO
Franklin 4686

SAN FRANCISCO
Yukon 1265

DETROIT
Randolph 9615

ATLANTA
Cypress 4311

BOX OFFICE APPEAL. A stage show must have it . . . a screen show must have it. And a radio program must have it, too, in the combination of a good show, good stations, good coverage.

CBC's Dominion Network provides the stations, the coverage *and the audience* that assure good programs real success. For Dominion gives you a "full house" . . . takes your entertainment and your sales message to 80% of Canada's English-speaking radio homes.

With the CBC-Dominion Network you get intensive coverage of all major markets throughout Canada. It takes your program into the homes of people with a strong community interest, a keen enthusiasm for Dominion's program schedule and a habit of dialing consistently to their local Dominion station.

A good show *plus* Dominion is a sure-fire combination for box office success. That's why the Dominion Network has brought satisfactory results for many sponsors . . . and can do the same for others.

CBC SERVES CANADA

CANADIAN BROADCASTING CORPORATION
COMMERCIAL DIVISION

354 Jarvis St., Toronto 5, Ont. 1231 St. Catherine St. West, Montreal 25, P.Q.

CBC DOMINION NETWORK

Nebraska's

CAPITAL CITY STATION

A "CAPITAL" IDEA

Lincoln is not only Nebraska's second market, but also the home of two great institutions, the State Capitol and the University of Nebraska.

There is only ONE radio station in this rich market that concentrates on serving the people in the Lincoln area alone. That is KFOR, with the best in ABC and Mutual shows, powerful local programs, and a continuous stream of public interest events for and about the Lincoln area.

Write for the attractive booklet that tells the complete story of how KFOR is selling Lincoln for others, and can sell Lincoln for you.

Represented by
EDWARD C. PETRY CO., INC.

KFOR
LINCOLN, NEBRASKA
GORDON GRAY, *Vice Pres. and General Manager*
HARRY PECK, *Station Manager*
BASIC
ABC and MUTUAL

Feature of Week

L to r, Jack Harris and Harry Stone, WSM assistant general manager and general manager, respectively; Red Foley, Grand Ole Opry *star; Thomas L. Cummings, mayor of Nashville; Tom Luckenbill, radio director of William Esty & Co., New York.*

ALL MARK TWAIN'S lore of the picturesque Mississippi era became a reality June 21-23 to 21 of the country's leading editors and writers, recipients of real Southern hospitality by WSM Nashville. Occasion was a weekend of Southern barbecued ham, hush puppies and mint juleps, all centered around an actual broadcast of NBC's *Grand Ole Opry*, Saturday 10:30-11 p.m., aboard the showboat *Idlewild* as it paddle-wheeled miles up the Cumberland River from Nashville.

Representatives of NBC and of William Esty & Co., New York, agency for the Prince Albert account of R. J. Reynolds Tobacco Co., program sponsor, were among other guests on the Nashville junket. They included Thomas D.

(*Continued on page 54*)

Sellers of Sales

A YOUNG MAN who took Horace Greeley's advice in reverse is Kenneth Craig, radio director for McCann-Erickson Inc. in Chicago. Ken is a native son of California, born Dec. 30, 1913 and has been in one phase or another of show business the greater part of his life.

He got his start in radio in 1926 at the tender age of 13 singing on KFWI San Francisco. Six years later he had advanced to vocalist with Meridith Wilson's orchestra on the early *Blue Monday Jamboree* and Al Pearce's *Happy Go Lucky Hour* on KFRC. When Ken completed high school his voice won himself a Carnegie scholarship at the San Francisco Conservatory of Music from which he graduated in 1935. Between his vocal appearances and managing movie houses for San Francisco Theatres Inc., Ken was doing alright.

KEN

Then he decided to try his luck in Hollywood. After making the rounds of the studios, where baritones were selling like hot-cross buns, i.e., a dime a dozen, (remember 1935) he wangled a job with KNX-CBS as announcer.

As an announcer, Ken had to make one of the great decisions many talented men must face: whether to continue with a singing career and starve for art's sake or enjoy the cakes and ale afforded by a weekly pay check. Being a realist as well as vocalist he wisely stayed with announcing and direction and became production manager of KSFO-CBS in San Francisco in 1939. It was the right job for the home-town boy and he made good at it. When Columbia switched its affiliation from KSFO San Francisco, to KQW San Jose in 1942, Ken moved over, too. It is at KQW Ken tells us where the ideal control room operator must have six hands

(*Continued on page 76*)

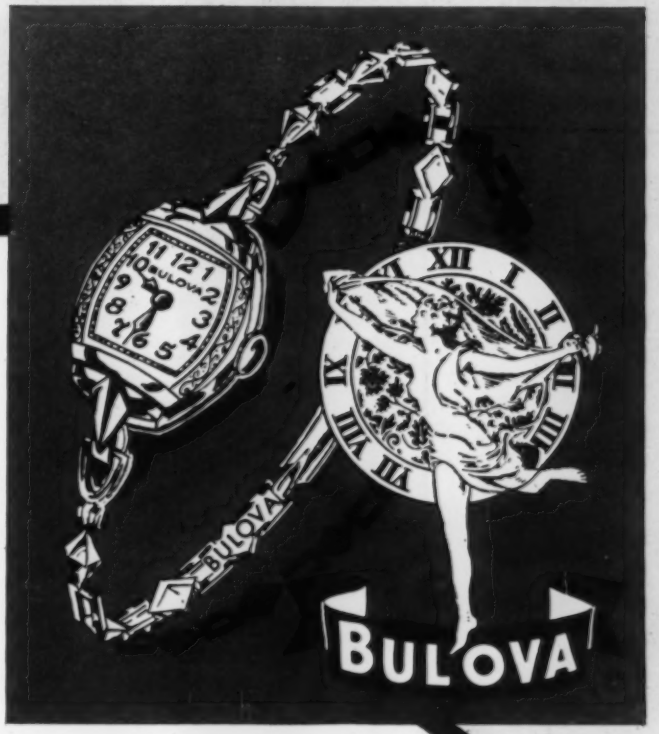
YOU SELL WITH WDEL

NBC
BASIC STATION
WILMINGTON, DELAWARE

Outstanding listener loyalty in the rich industrial and agricultural area it covers—Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia—is your assurance of sales results.

5000 WATTS DAY AND NIGHT

Bulova Proves It!....



Since September 1944, *without interruption*, the famous slogan "Bulova, Masterpiece of Fine Watchmaking" has reminded listeners in America's Fourth Largest Market* of its distinguished timepieces. Yes, *84 times each week* Bulova Time Signals are broadcast over New Jersey's First Station, *because Bulova knows*—

WAAT delivers more listeners per dollar in America's 4TH Largest Market* than any other station— including all 50,000 watters!

WAAT

970 KC
NEWARK, N. J.

**Do you realize this market contains over 3½ million people; more than these 14 cities combined: Kansas City, Indianapolis, Rochester, Denver, Atlanta, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne, Dallas.*

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

PRRDA ADA WPEN

Cryptogram? No. Merely shorthand to show how WPEN is strengthening its position in the Philadelphia market.

Both the PRRDA—Philadelphia Retail Record Dealers Association—and the ADA—Appliance Dealers Association of Philadelphia—recently chose WPEN as their official station. With more than 350 influential members in the city, these groups have a stake in quality programs. Selling radio sets, record players, records and appliances they selected a station that puts emphasis on the finest in music. Both organizations boost WPEN in their advertising and other promotion.

This cooperation is another example of WPEN service in Philadelphia. Listeners know that this station, since it has been owned and operated by The Evening Bulletin, the largest evening newspaper in America, is interested in giving them the kind of programs they prefer. That's why so many new listeners are tuning in 950 every day—and why advertisers are finding WPEN an economical way to get their message to Philadelphians.

950
WPEN
PHILADELPHIA

NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY
New York • Chicago • Detroit
Atlanta • San Francisco • Los Angeles

THE EVENING BULLETIN STATION

FIFTH 25*

BROADCASTERS TO BUY

GENERAL ELECTRIC *FM Transmitters*

——the transmitters with the Phasitron Circuit

KARM
Fresno, Calif.

KWBR
Oakland, Calif.

WQAM
Miami, Fla.

RADIO PROJECTS, INC.
Staten Island, N. Y.

RADIO PROJECTS, INC.
Jamaica, N. Y.

NEWS SYNDICATE CO., INC.
New York, N. Y.

OREGONIAN PUBLISHING CO.
Portland, Ore.

WMAZ
Macon, Ga.

KONO
San Antonio, Tex.

RENO NEWSPAPERS, INC.
Reno, Nev.

RADIO KENTUCKY, INC.
Louisville, Ky.

KENNETT BROADCASTING CO.
Kennett, Mo.

RADIO PROJECTS, INC.
Syracuse, N. Y.

WAAT
Newark, N. J.

WBRK
Pittsfield, Mass.

WHBY
Green Bay, Wisc.

RADIO PROJECTS, INC.
Newark, N. J.

PENN-ALLEN BROADCASTING CO.
Allentown, Pa.

SANTA CLARA BROADCASTING CO.
San Jose, Cal.

KENO
Las Vegas, Nev.

KFPW
Ft. Smith, Ark.

WMFF
Plattsburg, N. Y.

MONTEREY PENINSULA BROADCASTING CO.
Salinas, Calif.

HERALD & GLOBE ASSN.
Rutland, Vt.

POUGHKEEPSIE NEWSPAPERS, INC.
Poughkeepsie, N. Y.

STATION CONSTRUCTION BY THE BROADCASTERS LISTED HERE IS SUBJECT TO THE ISSUANCE OF CONSTRUCTION PERMITS BY THE FCC.

* For the **FIRST** 25, see BROADCASTING, April 8
For the **SECOND** 25, see BROADCASTING, April 15

* For the **THIRD** 25, see BROADCASTING, May 13
For the **FOURTH** 25, see BROADCASTING, June 3

Have you placed your order yet?

Electronics Department

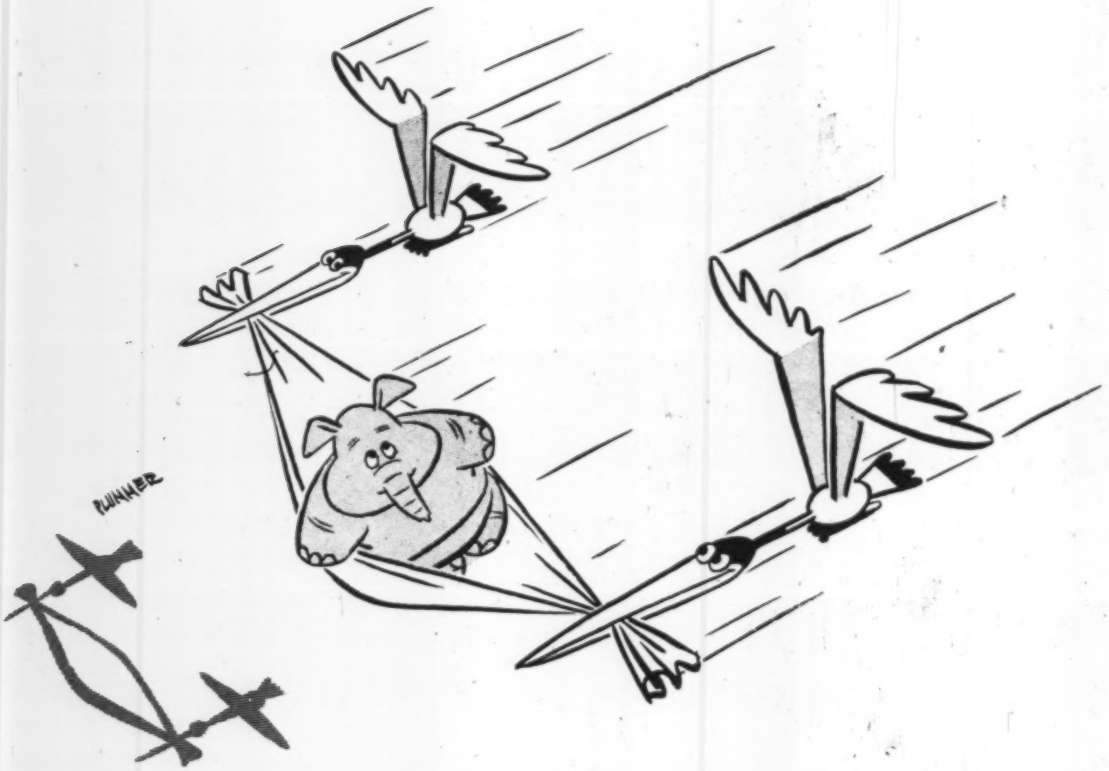
GENERAL ELECTRIC

160-E17-6914

Syracuse 1, N. Y.

A LITTLE EXTRA EFFORT

OFTEN GETS A BIG RESULT!



● Sometimes two can do a better job than one! When team-work is indicated, you ought to *see* the precision with which our F&P Colonels work together—not only among themselves, but also with you advertisers and agencies!

There's a reason. Team-work is easy between *good* men who have no competitive interests. Here at F&P our individual incomes rise or fall on the over-all success of our company and of spot-radio in general (which also means *your* company). So don't hesitate to phone our *nearest* office, no matter what problem, which of our offices, or what part of the nation is on your mind. You'll find that *everybody* here at F&P has this "extra effort" idea.

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBM
BROWNSVILLE	KVAL
BUFFALO	WGR-WKBW
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH	KDAL
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
OKLAHOMA CITY	KOMA
PEORIA-TUSCOLA	WMBD-WDZ
RALEIGH	WPTF
ROANOKE	WDBJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TULSA	KTUL

and WRIGHT-SONOVOX, Inc.

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Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 180 N. Michigan Franklin 6373 | NEW YORK: 444 Madison Ave. Plaza 5-4130 | DETROIT: 645 Griswold St. Cadillac 1880 | SAN FRANCISCO: 58 Sutter Sutter 4353 | HOLLYWOOD: 6331 Hollywood Hollywood 2151 | ATLANTA: 322 Palmer Bldg. Main 5667

BROADCASTING
TELECASTING

VOL. 30, NO. 26 WASHINGTON, D. C., JULY 1, 1946 $5.00 A YEAR—15c A COPY

Petry Study Measures Commercial Impact

Ad Effectiveness Is Determined In Test

By BRUCE ROBERTSON

A YEAR AGO, when Edward Petry appointed Alfred Politz, noted in research circles for his development of the "randomness" sampling technique, and Matthew Chappell, for many years research adviser to C. E. Hooper, Inc., as research consultants to the Petry organization, there was much speculation as to what he was up to. Last Thursday, at a luncheon at the Dorset Hotel, New York, for a group of about 100 station representatives, host Petry gave a first report.

What he and his researchers were up to was the measurement of audience remembrance of commercials, a factor "all-important to advertisers who pay the bill and for the stations selling to these advertisers" but one which the measurers of other phases of radio listening had overlooked. To fill this gap the Petry consultants spent six months in developing a new technique and conducting a study to test its soundness.

As described by Hanque Ringgold of the Petry organization in a presentation titled "What Radio Research Forgot," this technique was designed to provide "not just a measurement of how many people hear commercials, but how many would be sufficiently impressed by completely new test commercials that they could recognize them after being on the air for only one month . . . and after being on the air for two months."

Spots Used

To eliminate as far as possible the other influences that effect audience reaction to commercials, such as their delivery by a familiar personality on a popular program, "commercials in their purest, most detachable form" as spot announcements were selected as subject matter for the first study. The technique, of course, is equally applicable to the commercial parts of programs. Seven national advertisers and their agencies cooperated by furnishing "guinea pig" commercials never before on the air. As "a typical American city whose metropolitan area is served by several stations, where listening patterns are normal and where—for the sake of impartial fairness—Edward Petry & Co. represents no stations," St. Louis was chosen as the survey city.

Mr. Petry Mr. Politz Mr. Chappell

Began Dec. 10, 1945

Study, conducted by the Alfred Politz research organization, began Dec. 10-29, 1945, when the commercials of the seven cooperating advertisers were recorded and played on electric phonographs—most satisfactory substitute for actual broadcasts—in the homes of a representative sample of the St. Louis population, as a pre-broadcast survey. Commercials went on the air Jan. 1 and a month later (Jan. 28-Feb. 6) the first post-test survey was made. Another month later (Feb. 22-March 7) a second post-test survey was conducted.

Approximately 1200 interviews were made in all—slightly less than 400 on the prebroadcast survey, slightly more than 400 on each of the others. Non-radio homes as well as radio homes were included; interviews were conducted in the evening hours when most people are at home; only one member of each family was interviewed to avoid inflation that might result from prompting by other members.

With widespread promotion of brand names and frequent similarity of advertising messages, it is possible for a person to think he has already heard a commercial when he actually has not, Mr. Ringgold pointed out. To ensure accuracy in the result by measuring the amount of such confusion was the function of the pre-broadcast survey, made before the commercials had been broadcast and therefore at a time when no one of those interviewed could possibly have heard them.

Most of those interviewed in the pre-test stated that they did not recognize the commercials, the presentation showed, but a minority thought they did recognize them. The much larger percentages who said they recognized the commercials in the post-tests after they had been on the air were not accepted as a true picture, but were deflated to their true value by application of the pre-test figures in an accepted research formula:

Post-test score minus pre-test score, divided by 100% minus pre-test score, equals the true recognition.

For example, if 30% of the people interviewed in the pre-test thought they recognized the commercials and 60% of those interviewed after the commercials were on the air said they had heard them, the formula would read:

$$\frac{60\% - 30\%}{100\% - 30\%} = 43\%$$

43%, the true recognition achieved by the commercial.

Mr. Ringgold pointed out that while the Advertising Research Foundation used this formula in its study of transportation advertising, it is not commonly used in newspaper and magazine advertising readership studies, which therefore report recognition-of-advertising figures inflated beyond their true values.

As an added control factor, he continued, two well-known commercials which had actually been broadcast were included in the pre-

(*Continued on page 78*)

IMPACT of commercial messages on listeners was studied in a type survey new to radio by Alfred Politz and Matthew Chappell for Edward Petry & Co. St. Louis was selected because Petry represented no stations there. Results of survey are published in a Petry presentation, "What Radio Research Forgot." Eight advertisers cooperated by presenting new spot announcement copy on St. Louis stations. Researchers then checked impact on audience, with amazing results.

Results of Petry Study of Spot Advertising in St. Louis Area

Individual Product	Type of Commercial	Time of Day	Frequency and Stations	Net Recognition 1st Month	Net Recognition 2nd Month
Mennen Baby Powder	1-minute, 2-voice transcription	noon	5 KXOK, 5 KWK	34.0%	37.0%
Adams Clove Gum	Station break, jingle	evening	5 KMOX	50.0	61.0
Beechnut Gum	Station break, live	day	6 KSD, 4 KMOX, 6 KXOK	49.0	51.0
Marlin Blades	1-minute jingle	early morning	3 KXOK, 2 WEW	27.0	26.0
Colgate Hand Cream	1-minute, 2-voice transcription	daytime	10 KWK, 3 KMOX	51.0	51.0
Goodyear Soles	Station break, talk	evening	2 KMOX, 3 KWK	30.0	*
Luden's Cough Drops	Station break, talk	evening	5 KMOX	51.0	51.0
Chiclets	Station break, jingle	early evening	5 KMOX	48.0	58.0

* Because of previous fixed advertising plans Goodyear could not continue when the study was extended for a second month.

$850,000 Is Price Offered for WOOD

Sale Marks Another Step in ABC Transaction

COMPLETION of another phase of the American Broadcasting Co.-King Trendle Broadcasting Corp. transaction — whereby WOOD Grand Rapids would be sold to Liberty Broadcasting, Inc., of Michigan, a new company, for $850,000 —was announced last week, subject to customary FCC approval.

Principals of Liberty are Roy C. Kelley, president, and Ray Veenstra, secretary-treasurer, operator of the Fox jewelry chain in Michigan. The same principals recently contracted to purchase WHLS Port Huron, Mich. for $300,000 [BROADCASTING, June 3].

The WOOD transaction is an expected sequel to the agreement entered into by ABC with King-Trendle to purchase the King-Trendle properties, WXYZ Detroit and WOOD, as well as the going concern of the Michigan Radio Network for $3,650,000 [BROADCASTING, May 6]. At that time ABC committed itself to sale of WOOD, an NBC outlet.

The ABC announcement last Thursday assigned to Liberty purchase rights insofar as they relate to WOOD.

Mr. Kelley is president of Wolverine Network, a regional in Michigan, and is a partner in International Advertisers, an agency. He was formerly executive vice president of the Associated Broadcasting System, which suspended operations earlier this year. He has applied for a new station in Muskegon and, it is understood, Liberty contemplates filing additional new station applications.

Old Dutch to MBS

FOLLOWING two years sponsorship of *Tina & Tim*, 11:30-11:45 a. m., five days weekly on 40 CBS stations, Cudahy Packing Co., Chicago (Old Dutch Cleanser) will drop the show effective Aug. 2 in favor of *Nick Carter*, Sun., 6:30-7 p. m. (EDT) on full Mutual network. Fifty-two week contract, through Grant Adv., Chicago, was signed last week. New sponsorship is effective Sept. 15, with show originating from New York. *Nick Carter* will be the only radio used by Old Dutch.. Although CBS has yet to receive official notice of *Tina & Tim* cancellation, Don Roberts, midwest sales manager of CBS, said he was anticipating notice before July 2.

Renewal Confirmed

RENEWAL of *Great Gildersleeve* on NBC by Kraft Foods Co., Chicago, through Louis, Needham & Brorby, that city, was confirmed last week by NBC Central Division. Program will be aired from Hollywood Sun. 7:30-8 p. m. (CST) with Coast repeat 10:30-11 p. m. Show went off for summer June 9.

President Praises FCC Economy Measures

THE WHITE HOUSE
WASHINGTON

June 17, 1946

My dear Mr. Denny:

The Director of the Budget has called to my attention the noteworthy steps being taken by the Federal Communications Commission in order to cope with its greatly increased workload. The Commission is to be commended for its decision to scrutinize its procedures in an effort to give the public the best service, without delay and at a minimum cost. Only by each of us concentrating upon performing our part of the task most efficiently can the goal of maximum efficiency and minimum cost be attained for the whole Federal Government.

I congratulate the Commissioners and the employees upon the accomplishments made thus far, and I wish the Commission every success in carrying out its program.

Sincerely yours,

Harry S. Truman

Mr. Charles R. Denny
Acting Chairman
Federal Communications Commission
Washington, D. C.

Esquire Plans

ESQUIRE Magazine, Chicago, through Schwimmer & Scott, will offer a quarter-hour transcribed *Esquire Fashion Parade* to department stores in leading cities within the next few weeks. Outstanding men of business, sports, radio and screen will be interviewed by Oscar Schoeffler, fashion editor of the magazine. Guest talent will consist of vocalists and small musical groups. Producer for the package is Jack Hill with Rober Sherry announcer. Program will be produced and recorded in New York. According to agency, plans call for local department stores buying time with magazine paying talent and production costs. Over 25 cities have been selected.

Drawn for BROADCASTING by Sid Hix

"We return you now from the scene of the atom bomb test to our New York studios."

Cowles Sells WHOM To Publisher Pope

SALE OF WHOM Jersey City by Cowles Broadcasting Co. to Generoso (Gene) Pope, publisher of *Il Progreso Italo Americano*, New York Italian language newspaper, for a stripped figure of $450,000 was consummated in New York Friday subject to FCC approval. Gardner Cowles Jr., president of Cowles Broadcasting Co., and Mr. Pope signed for their respective companies.

WHOM was acquired by Cowles in May 1944 for approximately $414,000. The sale price of $450,000, with current assets balanced against current liabilities at the closing, it is understood, represents virtually a "wash" transaction for Cowles. Cowles purchased the station originally from Joseph Lang and Paul F. Harron but shortly afterward decided to dispose of the station to qualified interests.

It was reported last week that Mr. Pope, who once had actively bid for WOV, New York Italian language station, had discussed possible exchange of WHOM for WBYN Brooklyn, now owned by the *Newark News*. Under this plan, the Newark newspaper would acquire an outlet on the Jersey side while *Il Progreso* would have the station in New York proper.

It is presumed Mr. Pope, in the event he retains WHOM, would reconvert the station to foreign language operation.

P&G, Pabst on NBC

PROCTER & GAMBLE Co., Cincinnati (Drene shampoo), Sept. 8 begins sponsorship of new Don Ameche show on NBC, Sun. 10-10:30 p. m. Relinquishing NBC Thurs. 10:30-11 p. m. time in which it sponsored Rudy Vallee show, that period has been signed by Pabst Sales Co., Chicago (Pabst Blue Ribbon beer), for Eddie Cantor program which starts Sept. 26 for 52 weeks. The new P & G program replaces *Hour of Charm*, to be dropped Sept. 1 by General Electric Co. Soap firm also has signed renewal for two of its audience participation programs five times weekly on ABC. These are *Breakfast in Hollywood* and *Glamour Manor*. Agency is Compton Adv., New York. Young & Rubicam handles Pabst account.

Madsen to KID

ARCH L. MADSEN, for two years assistant to the manager and director of commercial operations at KSL Salt Lake City, has been appointed manager of KID Idaho Falls, Idaho. He will retain his position as secretary-treasurer of Idaho Radio Corp., licensee of KID. Active in Utah radio for nine years, Mr. Madsen entered radio 13 years ago as Army Signal Corps engineer. He later was affiliated with KSUB Cedar City, KUTA Salt Lake and KOVO Provo in managerial capacities.

Bikin . . . . . .

NETWORK REPRESENTATIVES and their vantage points at "Operations Crossroads" were: (top row, l to r) Robert Stewart, Mutual, aboard *U. S. S. Appalachian;* Ernest K. Lindley, MBS and *Newsweek*, at Kwajalein; Don Bell, MBS, on *U. S. S. Mt. McKinley;* Frank Morris, MBS and *Collier's, Appalachian;* Bill Downs, CBS, who was network pool broadcaster in an observation plane at Bikini; W. W. Chaplin, aboard *U. S. S. Spindle Eye* at Kwajalein; Clete Roberts, ABC, on *U. S. S. Panamint;* Ralph Howard Peterson, NBC, *Mt. McKinley;* (bottom row, l to r): Norman Cousins, ABC and *Saturday Review of Literature*, aboard *Appalachian;* Fred Opper, ABC, *Mt. McKinley;* Webley Edwards, CBS, *Appalachian;* George Moorad, CBS, on the rear communications ship at Kwajalein; Don Mozley, CBS, *Mt. McKinley;* George Thomas Folster, NBC, *Appalachian;* Larry Tighe, ABC, *Appalachian.*

Radio at Ringside of Atomic Blast

Word of Demolition First Broadcast To World

By EDWIN H. JAMES

RADIO last night was to have the choicest ringside seat at the biggest and unquestionably most significant show on earth, and the press, confined irritably to the bleachers, didn't like it.

As matters stood when BROADCASTING went to press, the first report of the display of atomic destruction at Bikini Atoll was to be carried to the world by a radioman, Columbia's Bill Downs. Unless orders of Joint Task Force 1 were reversed in the 48 hours before the scheduled touch-off of The Bomb, the press would get its first bulletin from Mr. Downs' pooled broadcast.

It was a predicament to gall any wire service man. To Navy Secretary James Forrestal, the three great press associations—AP, UP and INS—made strong protests.

What AP and UP wanted, they told the Navy's boss, was the substitution of a neutral and official voice for Mr. Downs in the critical period of the bomb dropping. Their transparent argument: Mr. Downs was human and therefore presumably fallible. He should be replaced by an official of the joint task force. What AP and UP failed to recall was that a Navy man would also be human and, untrained in on-the-spot reporting of significant events as Mr. Downs was, and perhaps even more susceptible to error.

INS requested no more than communications equality between radio and press. Let Mr. Downs broadcast for the networks, said INS, but let the Task Force also provide an equally speedy delivery of a neutral report for the press.

Mr. Forrestal rolled with the broadside. The communications plan was set, he said. A neutral voice would be substituted only if the networks agreed to it. Network news chieftains, targeted with this proposition, turned an even thicker hide to it than the Navy had.

At week's end, the wire services still were chafing. UP's West Coast vice president, Frank Bartholomew, was with the Crossroads Fleet. A compelling talker in any argument, Mr. Bartholomew was doing his best to convince the Navy on the scene to give his and presumably the other services an official communique instead of the report from Mr. Downs.

It was to be radio's show, and radio expected to make the best of it. The hour of the explosion had been tentatively set for shortly after 6 p. m., Eastern Daylight Time, or 8 a. m. the next day across the International Dateline at Bikini.

The four networks planned to begin broadcasting a series of pooled eyewitness reports from correspondents at strategic positions in the Crossroads area at 6:04 p. m., Sunday. Pickups were scheduled as follows: Larry Tighe, of ABC, aboard the *U. S. S. Appalachian*, the press ship of the fleet; Mr. Downs, of CBS, from the observation plane flying near the bomber; Don Bell, of MBS, aboard the *U. S. S. Mt. McKinley*, flagship of Admiral W. H. P.

(*Continued on page 78*)

WINDBLOWN CORRESPONDENTS aboard the destroyer *U.S.S. Toffey*, off Bikini, were: (top row, l to r) Lt. Wyman Riley, public relations; Fred Opper, ABC; Elton Fay, AP; Frank Allen, INS; Ralph H. Peterson, NBC; Don Bell, Mutual; Joseph Myler, UP; Don Mozley, CBS; (lower row, l to r) Vice Admiral W. H. P. Blandy, commanding the Joint Task Force; Captain C. H. Lyman, operations officer; Captain W. C. Winn, assistant operations officer; and unidentified navy chief quartermaster; Commander O. D. Waters, captain of the *Toffey*.

FCC Would Waive Applicant Hearings

Offer Is Made to Speed Handling Jammed Backlog

EMBARKING on a new procedure to lighten its record-breaking work load, the FCC last Monday offered to broadcasting station applicants an opportunity to waive hearings in cases in which determining issues have been repeatedly spelled out by the Commission.

The procedure, adopted for a temporary period while the Commission is laboring under an overcrowded hearing docket, may permit "a considerably more expeditious disposition of applications than is now possible." The plan is purely voluntary, an official explained, and is analagous to submitting a dispute to arbitration. Its effectiveness, he added, will largely depend on the use radio lawyers make of it.

Final Decision Effect

Under the procedure, the Commission would receive waivers from all parties to a proceeding who desire that their applications be processed without hearing. If the Commission determines a hearing is unnecessary it would issue as a final decision a brief memorandum opinion stating reasons for grant or denial of an application.

"This decision," it explained, "shall have the same effect as a final decision under the Commission's Rules and Regulations. Petitions for rehearing may be filed with respect to such decision. Such petition will be granted only upon a showing that the Commission has made an erroneous determination on a relevant and material issue of fact or law or that relevant and material evidence has been newly discovered which could not have been discovered at an earlier date with exercise of due diligence."

The Commission plan was greeted generally as acceptable by leading radio lawyers, several of whom had previously petitioned for waivers on hearing cases in order to lighten their own case loads. One prominent radio law firm said that had the procedure been adopted when the first hearing schedule was set up it would have had occasion to use it. "I am certainly in sympathy with the Commission's desire to get out from under its heavy load," said a member of this firm. "I don't see anything basically wrong with the plan."

He added that he would like to do away with hearings on FM applications and thought the procedure would be useful.

Another firm thought the procedure "wonderful" but felt it is somewhat late to apply it. "Generally speaking," a spokesman said, "it's a smart idea but it would have been a lot smarter if it had happened before. We would probably use it in one out of every ten cases."

Client Attitudes

He added that one of the obstacles to the plan is that "clients dictate in a number of cases."

A third firm thought the procedure would be "highly desirable" if the Commission would issue proposed rather than final decisions. As presently constituted, he said, the procedure doesn't provide opportunity to oppose the findings. He pointed out that lawyers would be reluctant to waive hearings where they thought their applicants' chances were doubtful. "The type of case you could lose is the one you wouldn't want to avoid hearings," a member of the firm said.

He said that in 50% of the cases the parties could stipulate the facts and make hearings unnecessary. "The trouble is," he said, "that the Commission is bogged down. It is spending too much time on hearings and not enough on processing."

A fourth firm planned to use the new procedure in several current cases, one of which involves a newspaper applicant. "I'd be inclined to use the plan only where there is a question of policy," said a spokesman. "I would prefer the policy included a proposed decision."

A fifth radio attorney expressed skepticism as to the value of the procedure. "It doesn't change things much," he said. "All I think it means is an invitation to parties to get together if they can and obviate hearings. It might shorten the hearing docket."

The Commission procedure may be applied on any applications designated for hearing but not yet heard. In such cases the parties may request the Commission to waive the hearing and to grant or deny the applications on the basis of the information in the applications and other evidence incident to the case.

Waiver Form

A special form is to be used for requesting waiver and copies are to be served on all parties or a joint waiver may be signed by all the parties. When a waiver is received from all parties to a proceeding, the Commission "will decide whether the case is an appropriate one for determination without a hearing. If it is determined by the Commission that notwithstanding the waiver, a hearing is necessary, the case will be continued on the hearing docket. If the Commission concludes that the case can appropriately be decided without a hearing, the case will be removed from the hearing docket.

The Commission pointed out that its procedure in no way changes its practice with respect to protests. "Any party," it declared, "or any member of the public, may still file with the Commission any information concerning an applicant which bears upon his qualifications to operate a station in the public interest. Where such protest raises a question of substance which might affect the granting of the application a hearing will generally be required. If the protest is not of any substance the Commission may proceed to act upon the application without hearing."

Right to Appeal

The Commission added that it does not construe the procedure "as involving any waiver by the parties of the right to appeal to the courts from any adverse final decision of the Commission."

While the procedure will be of little value in connection with the current hearing schedule, which expires July 31, a Commission official disclosed that a third hearing Schedule will begin Sept. 1.

It is quite possible, the official said, that the third calendar may be heavier than any yet adopted, in which case there may be many opportunities to apply the procedure. A possible revival of FM applications, resulting from increasing production of FM receivers and completion of new FM stations, and a possible reawakening of interest in black and white television, as a result of the stimulant provided by the Louis-Conn telecast, may combine to swell the number of hearing cases.

Waiver Form

Waiver of Hearing

Name of Applicant _____
Call Letters _____
Docket No. _____

The undersigned hereby waives its (their) right to a hearing in the above-entitled docket case and in all other docket cases which have been consolidated for hearing with such case and requests the Commission to decide said case or cases upon the basis of the information contained in the applications and in any other papers on file with the Commission pertaining to the applicants or applications in question. It is expressly understood that the Commission may render a final decision based upon such information or such additional information as the Commission may request from any party at any time before such decision; that such decision shall have the same force and effect as though made after a hearing; and that any petition for rehearing filed with respect to such decision will be granted only upon a showing that the Commission has made an erroneous determination on a relevant and material issue of fact or law or that relevant and material evidence has been newly discovered which could not have been discovered at an earlier date with the exercise of due diligence.

Boler Seeks MVN Refinancing; No Option on WAIT, Says Dyer

JOHN W. BOLER, chairman of the board of North Central Broadcasting System, Chicago, and president of the Mississippi Valley Network, repeated, through counsel, his intentions of reorganizing and refinancing the rural network which he created and put into operation last January [BROADCASTING, June 24].

Mr. Boler, confined last week to Chicago's Presbyterian Hospital because of a gall-bladder infection, obtained permission from his personal physician to leave the hospital Tuesday in order to continue negotiations for the purchase of a Chicago outlet for the network, which he had previously announced he hoped would be WAIT, 5 kw daytime Chicago independent station owned and operated by Gene T. Dyer.

Mr. Dyer told BROADCASTING that he had been approached by Mr. Boler and associates, but that no definite response to Mr. Boler's reported offer of $600,000 had been made.

"I have made no promises, either verbally or in writing to Mr. Boler or any other parties regarding the purchase of WAIT. In fact, I am not particularly interested in disposing of the station. If someone wants to buy it badly enough and can offer enough money, I may sell. Then again, I may not," he declared.

Meanwhile, Mr. Boler has retained John F. Moser, prominent Chicago radio attorney, as counsel and was making no statements without the latter's approval.

Mr. Moser said Mr. Boler and the group of eastern backers, whom he declined to name, were both "optimistic" that their attempts to gain a Chicago outlet for Mississippi Valley Network would prove successful.

'Backers' Unannounced

Identity of the "eastern backers" behind Mr. Boler in his latest attempts to keep MVN intact remained cloaked in mystery. Possibility that one of the backers might be the former owner of a New York City independent station, drew "no comment."

About one point Mr. Boler, again through counsel, was vehement, Mississippi Valley would continue to operate, with refinancing estimated at $1,000,000 to cover outstanding indebtedness and the purchase of additional facilities, including, if possible, the purchase of a Chicago station to serve as a key outlet for the network.

To do this, Mr. Boler said he would liquidate, if necessary, the assets of North Central Broadcasting Co. and offer for sale KVOX Moorhead, Minn., and KSJB Jamestown, N. D.

In this event, North Central's offices in New York and Chicago

(*Continued on page 77*)

WHO LISTENERS IN 39 STATES SENT 22,500 PARCELS TO NEEDY EUROPE . . .

Three nights per week, from 10:30 to 10:45, WHO's "Billboard" program tells the people of *Iowa Plus* about worthy, timely matters in the public interest.

Pitched to the highest ideal of *good programming* as well as of *good Public Service*, "The Billboard" attracts and holds a loyal and interested audience throughout WHO's entire listening area.

Recently "The Billboard" has told the story of the need in Europe for clothes, shoes and food. Results tabulated from December 17, 1945, through April 25, 1946, showed that WHO listeners (in 39 States) had sent 22,500 parcels to needy families in Norway, Holland and France—plus $3500 in cash to be distributed by WHO!

THAT'S WHO PROGRAMMING AND CLEAR CHANNEL SERVICE *IN ACTION!*

WHO sponsors "good citizenship" as surely and as skillfully as its advertisers sponsor articles of commerce. As a result, advertisers who use WHO get *listener-acceptance* because WHO's audience (in all the 1,930 prosperous cities and towns of Iowa Plus) knows and *trusts* this public-spirited, well-programmed, clear-channel station. It stands to reason that they also give their preference to the *advertisers* who make this service possible.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

B. J. Palmer, *Pres.* J. O. Maland, *Mgr.*

FREE & PETERS, Inc., *National Representatives*

Miller Calls FCC Advertising Threat

Tells PAA Government Controls Are Aimed At Free Speech

By DAVID GLICKMAN

FREEDOM of speech in America is threatened by increased Government control of press and radio under guise of "regulating commerce," Justin Miller, NAB president, told 450 delegates and guests of the Pacific Advertising Assn. convention in Spokane last Tuesday, as principal speaker at the afternoon general session. If freedom of press and radio goes, the advertising industry goes too, he said.

Sounding an alarm in his talk on "New Threats to Advertising," President Miller declared that while the United States appears to be champion of free speech in other parts of the world, "there is a concerted and widespread movement underway to put communications under Government control in our own country."

He denounced those groups and warned that radio particularly, was in danger of strangulation on grounds that "its greater power and effectiveness" made factions believe control by Government was more desirable.

Free Movement of Ideas

"The gravest question, which requires direct action upon our part, is the preservation of free movement of ideas within the United States," he stated. Mr. Miller reviewed the Mayflower case of 1938 which has deprived radio of editorializing on the air as newspapers do in their columns. Using this as an example, he pointed out to PAA delegates that the FCC is overstepping its power by requesting broadcasters to adhere to the Blue Book report issued last March. He declared that FCC control of radio to the point of censorship proposed, would inevitably lead to curtailment of freedom of speech in all its forms.

"The Commission asserted power to control the program content of radio broadcasting," he said. "Much of that report was devoted to alleged excesses of advertising. There is much to be done by broadcasters and by advertisers to improve the character and content of programs.

"That is the American way. Perhaps we need the goad of criticism to get us into action. But it is one thing to admit error and seek improvement. It is quite another to lie down and let Government walk over us and over the rights of our people. Particularly, it is important that we examine carefully, and resist all efforts to divide us and by doing so to conquer.

"A striking example is to be found in this effort to prove that radio broadcasting should be subjected to Government control of programming. The plausible explanation offered is that radio is different from the press."

Except for use of mechanical devices, for greater projection, Mr. Miller said that speech over radio does not differ from an address given from a platform, and alleged "difference" made by the device could as well be extended to include the megaphone, telephone, amplifier and other mechanical aids other than radio. Censorship of any, he said, would be just as much in violation of principles of free speech as restriction of a conversation in the home.

All in Same Boat

Mr. Miller warned advocates of a free press they must not exclude radio from their fight for freedom. He pointed out that development of facsimile may eventually lead to newspaper printing in the home via use of a mechanical device connected with the radio, thus subjecting the press to whatever restrictions may be imposed upon broadcasting.

Stating that radio, motion pictures and the press are all in the same boat where possibility of Governmental control exists, Mr. Miller noted that power of Congress to regulate broadcasting was delegated to it by the commerce clause of the Constitution under which that body has power "to regulate commerce among the several States."

Summing up, he reminded that it is as much a citizen's duty to challenge Government as to follow it. "The citizen who assumes that his Government will operate in every case objectively, and with full respect for his rights, just doesn't know his Government," he concluded.

An ovation by PAA delegates and guests followed Mr. Miller's talk.

Registration of delegates from 11 Western states, committee meetings and a board of directors meeting highlighted the Monday session, with Charles A. Stork, PAA president and secretary-manager of KTMS Santa Barbara, Calif., presiding.

Dr. Peter Odegard, president of Reed College, Portland, was speaker at morning general session Tuesday with "Advertising's Relation to General Prosperity" as topic of talk. In blunt language he told delegates that advertising had now "put on long pants" and must assume its responsibilities, not only as an agency for distribution of goods but as teacher and molder of life and morals.

He called wartime use of advertising the biggest education propaganda drive in history. Business and industry used it to present their cases to the people, he said. Labor and agriculture will soon use it. He envisioned that the "unvoiced" would find a way to use advertising. Dr. Odegard declared, "today, with the exchange of services, advertising is an indispensable element in our industrial economy and the integral of United States prosperity."

Criticizes Polls

Some high goals were set when he told PAA delegates he hoped to see a time when advertisers would wage war on race hatred, back public health, support the United Nations and foster an international bill of rights. He gave polls a jolt by telling his listeners not to believe them. "If polls declare that people like cheap entertainment, don't believe them; they merely like it because it was what they got," Dr. Odegard said. He pleaded for integrity in all avertising.

Stressing radio's acceptance by listeners as reflected in such surveys as National Opinion Research Center of the U. of Denver, H. Quenton Cox, general manager of KGW Portland, outlined "Today's Opportunities for the Advertiser in Radio" during the media departmental session Thursday.

Mr. Cox reviewed NAB extension of census material reflecting increase in radio families. With 33,998,000 American families or 90.4% of all U. S. families owning more than 59,000,000 sets, he built a case for the medium's circulation.

In addition, he pointed out these home receiver set owners possess 17,150,000 "other" sets which are used in gardens, playrooms, and other places. An additional bonus to the advertiser is presented in form of some 8,750,000 automobile receiving sets, he said. He emphasized that 83% of all radio set owners listen daily.

Mr. Cox said "radio, with its mass communication of ideas, will introduce the mass seller to the mass buyer. It will advertise and

(*Continued on page 77*)

Spots Effective

CONCENTRATED use of spots can produce saturated sales potentials. Using four local independent stations to air 42 spots in four days, Sunset Homes, Los Angeles (Ponty designed homes), received 200 phone calls and an attendance of 500 on Sunday, June 16. This was organization's first use of radio, according to Atherton & Gresham Adv., Hollywood agency servicing account. For three months previously, firm had devoted its budget to newspaper space exclusively, attaining an attendance high of 200 persons. Costwise there was no difference since newspaper appropriation was channeled into radio for the test. With these results, sponsor is now going ahead with similar plans for concentrated spot campaigns which build into the week-end.

Ball Games Return to Air in Cleveland As New Owner Reverses Former Policy

BASEBALL broadcasts returned to Cleveland last weekend, the only major league city lacking radio coverage. Resumption of play-by-play came with sale of the club to a firm headed by Bill Veeck Jr., who called stations together Thursday to discuss the problem.

John F. Patt, WGAR vice president and general manager, agreed to carry all Saturday and Sunday games plus parts of any night games when time is available. Standard Oil Co. of Ohio will sponsor games, with Jack Graney and Bob Neal as announcers.

Mr. Veeck threw rights open to all stations for the balance of the season but plans an exclusive arrangement next year. Bob Hope holds a substantial interest in the Veeck firm.

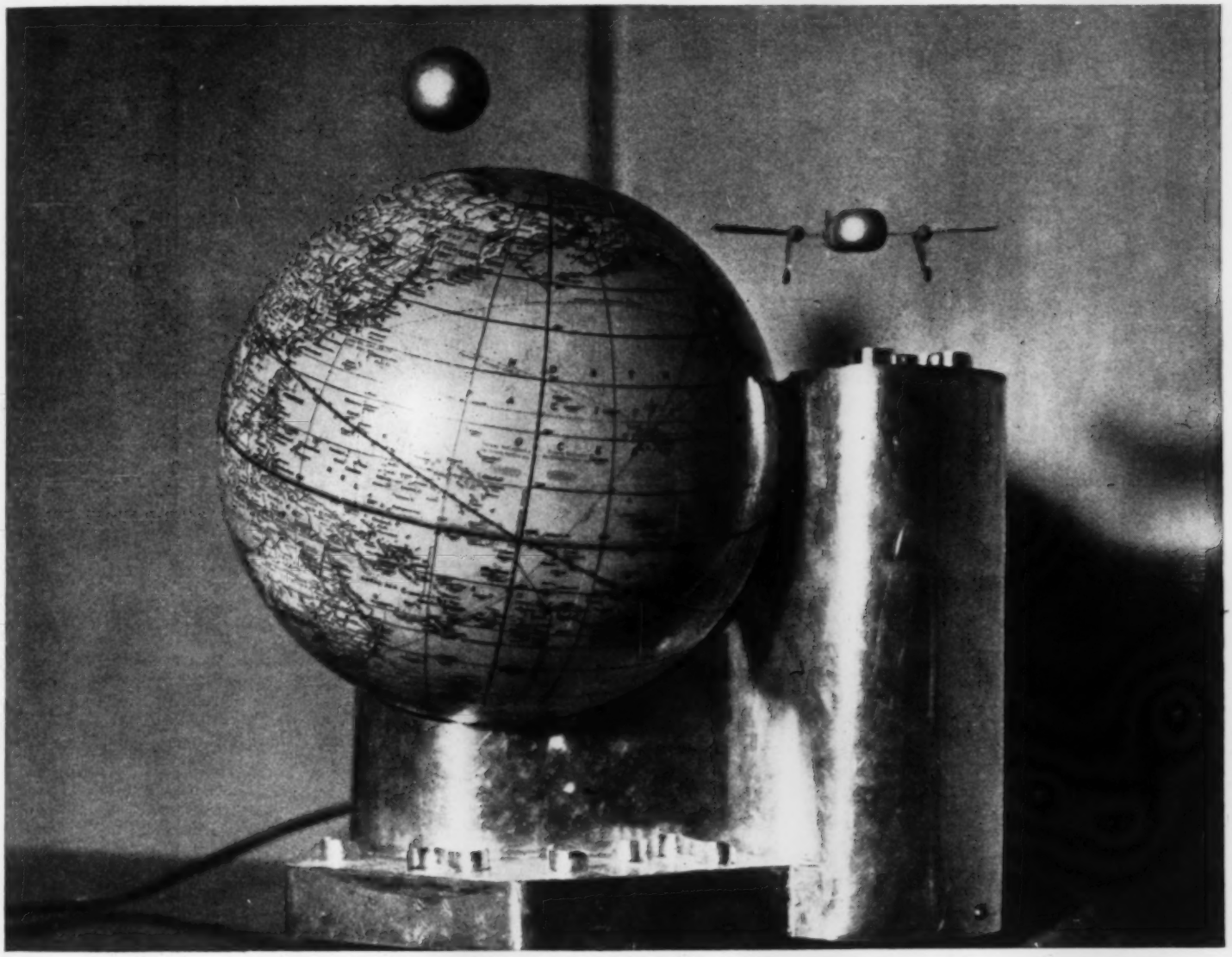
WTAM indicated it did not plan to go into baseball broadcasts extensively this season. WHK took a similar position. WJW was preparing to cover all possible games.

Veeck Statement

After the Thursday meeting Mr. Veeck issued this statement:

"At a meeting of the various radio stations the ball club offered the opportunity to each station to broadcast the balance of the games played at League Park and the Municipal Stadium. Because of the lateness of reaching a decision on radio broadcasting the various stations have of course made prior commitments for their time. It is understood that it is impossible to change or modify some of these. Therefore the baseball club felt justified in suggesting that each station broadcast as many of the ball games as possible, subject to only one restriction, that being that any game started must be carried through from the time of starting until its completion. The radio stations signified great interest and at least one is making arrangements to start broadcasting immediately. The Cleveland ball club is hopeful that the stations will provide fairly complete coverage but it also requests the fans of Cleveland to understand the difficulties each station has in clearing its time and to appreciate that the stations are trying to carry the broadcasts as a matter of public interest and in doing so are entitled to the commendation of all baseball fans."

WGAR's first broadcast covered the Friday night game in Chicago plus games Saturday and Sunday, with the Monday night St. Louis game at home also scheduled.



Ingenious air pressure

In that picture is a revolving globe of the earth similar to those used by geography students. Hovering over it in empty air is a miniature model of the moon and a model air plane which is bobbing between the two.

It's an amazing stunt achieved by air pressure.

There's been some talk here in Baltimore of putting a roof on the Municipal Stadium on the same principle.

But the kind of air pressure we want to talk about is the kind of sales pressure W-I-T-H puts on a product. W-I-T-H is the successful independent radio station that delivers more listeners-per-dollar-spent than any other station in town.

That's why smart time buyers put it on the lists where cost per sale is carefully scrutinized. No doubt about it . . . W-I-T-H is your buy in Baltimore!

W·I·T·H

and the F M Station W3XMB .

BALTIMORE 3, MD.

Tom Tinsley, *President* • Headley-Reed, *National Representatives*

DELIVERS

SALES MORE PROFITABLY

MORE ADVERTISERS—LOCAL AND NATIONAL—BUY MORE TIME ON KLZ THAN ON ANY OTHER DENVER STATION

KLZ *Denver*

CBS—560 KC—AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY

Taylor Asks Probe of Plans For Manufacturing FM Sets

ECHOING charges of the United Automobile Workers (CIO), Sen. Glen H. Taylor (D-Idaho), last week called on Attorney General Tom C. Clark to investigate the radio manufacturing industry which, he charged, is holding up manufacture of FM sets.

Wendell Berge, assistant attorney general in charge of the anti-trust division, said he had not seen Senator Taylor's letter but that letters from Senators usually get "careful consideration." He added, however, that should the attorney general conduct an investigation, no announcement would be made.

Questions Asked

Senator Taylor, who had the support of CIO-PAC in the 1944 election, said that American radio receiver manufacturers are planning to incorporate FM "in fewer than 10% of the new receiver output, according to their own reports to the FCC." He called on the Anti-Trust Division of the Attorney General's office to determine:

"(1) Whether receiver manufacturers have conspired to withhold FM from consumers during 1946.

"(2) Whether any trade association, its officers or committees, have been active in influencing the failure to incorporate FM in 1946 receivers, and if so, whether any violations of the anti-trust laws are involved.

"(3) Whether the fact that many radio manufacturers own standard (AM) broadcasting stations which are threatened by FM developments, has influenced the delay in making FM available to the American public.

"(4) Whether the delay in introducing FM is due to the desire of manufacturers to sell 20 million outdated AM receivers in 1946 in order to resell these 20 million consumers with modern receivers in a year or two."

Opportunities 'Limited'

Senator Taylor said FM's development "gave rise to the great hope that tendencies toward monopoly in the radio industry would be limited by the growth of new stations" but that "this hope appears to be doomed to frustration" because of the "paucity of FM receivers in operation." Such failure, he said, is "severely limiting the opportunities for newcomers in the field," will result in "an enormous imposition upon consumers" and in "freezing small business out of the broadcasting field."

Senator Taylor referred to the Senate Small Business Committee report, "Small Business Opportunities in FM Broadcasting," [BROADCASTING, April 15], said "entrenched interests in AM broadcasting will have a decided advantage in the FM field" because lack of receivers will keep newcomers out of the broadcasting business by making the field unprofitable.

AM broadcasters "can operate without added programming costs by merely duplicating their AM broadcasts over FM outlets," wrote Senator Taylor.

"While numerous expedients have been recommended by this committee to encourage newcomers to enter the field, it is clear that only full production of receivers, unhampered by restraints on competition, will make possible the infusion of new blood into the broadcasting field," said Senator Taylor's letter. "It is hard to believe that this important new invention would be suppressed in a fully competitive field."

He charged that "the facts give rise to a widely-held belief that there has been concerted action to withhold from the public a new invention which will vastly improve the quality of radio broadcasting and reception, and which will also make possible a wider diversity in the ownership and control of radio."

R. C. Cosgrove, vice president and general manager of the Crosley Corp., Cincinnati, and president of the Radio Manufacturers Assn., said his views expressed at a news conference June 11 in Chicago "still stand." At that time he termed charges by the UAW-CIO that manufacturers were suppressing FM sets as "perfectly stupid."

Shortages

Shortages of wood, copper wiring, condensers and tube bases, plus restrictive controls by the Office of Price Administration have made it impossible for manufacturers to turn out sets of any kind in any quantity, said Mr. Cosgrove.

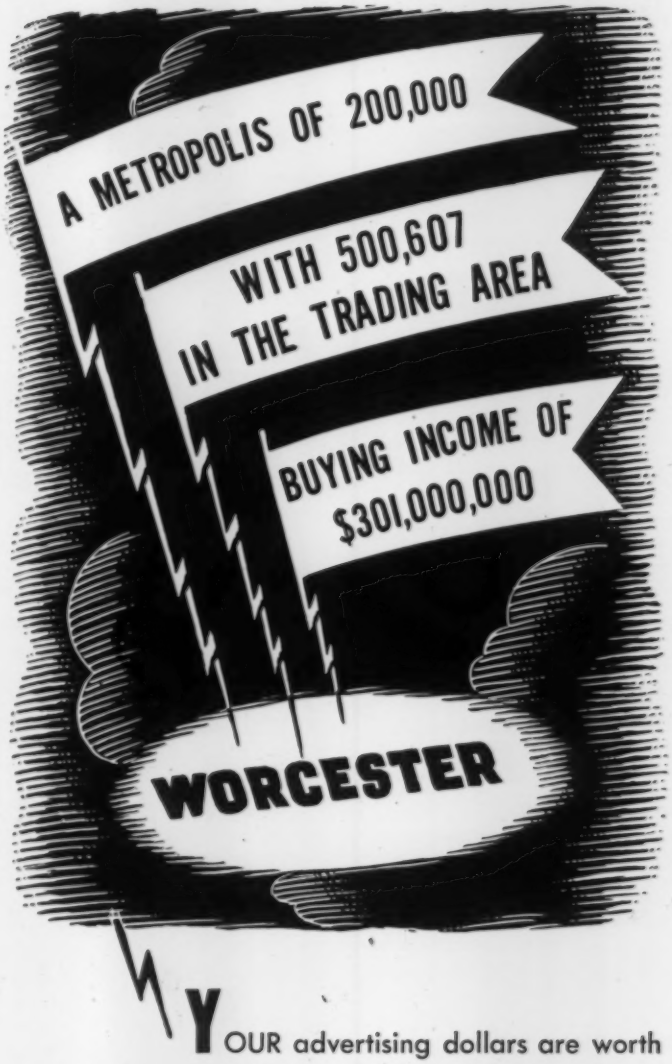
In addition to those factors, Mr. Cosgrove said there was a delay in making FM broadcasting service available to the public. People will not buy sets, he explained, unless the sets can be demonstrated and unless they will get daily service. With only a few FM transmitters in operation, only a small fraction of the country has FM service, while new construction has been virtually halted by CPA building restrictions, he added.

RMA officials pointed out that before the war only 54 manufacturers were making sets, whereas today 181 are in the business.

Zenith Radio Corp., Chicago, meanwhile has placed on the market a combination AM-FM set with two FM bands and retailing at $59.50. It's in a plastic case.

Fall Meeting Set

EXECUTIVE committee of the Kentucky Broadcasters Assn. has approved October 8 and 9 as dates for fall meeting. The convention will be held at the Lafayette Hotel, Lexington.



YOUR advertising dollars are worth more in the great Worcester Market, the heart of Central New England, where retail sales are on the upswing with an 11% increase in 1945, the highest gain of any city in New England. Look at Worcester's per capita sales — $608 in the area, $777 in the City — both well above the national average of $550, and at the per family buying income of $4,594. Food purchases run 45% above the U. S. average, and drug purchases 9.7% above. In this prosperous, concentrated market, you buy concentrated coverage with WTAG — the station whose listening audience is consistently more than that of all other stations in the area combined.

Figures from U. S. Dept. of Commerce

PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM WORCESTER

AFFILIATED WITH THE WORCESTER TELEGRAM-GAZETTE

BASIC CBS

580 KC 5000 Watts

FCC Probes Paramount Video Stock

Firm Security Interest Under Scrutiny By FCC

DELVING for the first time into motion picture connections with television, the FCC last Monday inquired into Paramount Pictures Inc. holdings in two video stations and six companies applying for nine stations. The investigation was made part of the record of the Los Angeles television hearings [BROADCASTING, June 3].

Principal issue raised at the hearing, held in Washington before Assistant General Counsel Harry Plotkin, presiding officer was: Does the stock held by Paramount in these companies constitute control of their existing or prospective television stations?

Spearhead of Paramount video interests is Television Productions Inc., a wholly owned subsidiary applying for a video station in Hollywood, Calif. It is one of eight applicants for television stations in the area. The remaining applicants are: Hughes Tool Co., Earle C. Anthony Inc., Don Lee Broadcasting System, NBC, ABC, Los Angeles Times-Mirror Co., Dorothy S. Thackrey.

Holding Structure

Hearings on Television Productions Inc. had hardly got underway before they had snowballed into revelations of nationwide Paramount holdings in seven companies active in television. A ninth company identified with Paramount withdrew its application for a video station immediately preceding the Los Angeles video hearings.

Testimony by Paul Raibourn, Paramount vice president and economist of Television Productions revealed that:

Balaban & Katz (WBKB Chicago television station) is a 99% owned Paramount subsidiary.

New England Theatres Inc. (applicant for a Boston television station) is a wholly owned Paramount company.

Paramount owns all class B stock in Interstate Circuit Corp. (applying for Dallas television station).

Paramount owns all class B stock in Allen B. Du Mont Labs. and is owner of 38,200 shares of class A stock in the name of Clarence Alexander. Du Mont operates WABD New York, WTTG Washington (CP) and is applying for stations in Cincinnati, Pittsburgh and Cleveland.

United Detroit Theatres Corp. (applicant for television station in Detroit) is owned by Balaban & Katz and Paramount. Paramount controls 743½ shares; Balaban & Katz 256½ shares. Total 1,000 shares, in effect, is controlled by Paramount, as Balaban & Katz is 99% owned by Paramount.

In addition, Paramount owns all class B stock in Comerford Public Corp. whose application for television station in Scranton, Pa. has been withdrawn. Comerford is a subsidiary of Penncom Corp., and is a theatre chain.

Interest in WSMB

When asked if Paramount owned Maison Blanche, New Orleans department store, Mr. Raibourn denied Paramount ownership, or any connection, other than the fact that Maison Blanche owns 50% of WSMB New Orleans, AM station, and Paramount owns the other 50%. Maison Blanche is applying for television in New Orleans.

With regard to Paramount holdings in Allen B. Du Mont Labs. Mr. Raibourn explained that Du Mont Labs. has class A and B stock. Paramount holds all 560,000 shares of class B stock plus 43,200 shares of class A stock acquired in conversion of notes. Allen B. Du Mont owns controlling class A stock, 84,2000 shares. Clarence Alexander, of Paramount, holds 38,200 shares of class A stock.

Paramount acquired interest in Du Mont in August 1938, Mr. Raibourn explained, because it needed electronic equipment and in its search found the small Passaic, N. J. plant, which was primarily concerned with the manufacture of the cathode ray tube and other television activities.

From August 1938 until December 1945, there were four class A directors and four class B, according to Mr. Raibourn. In December, he said, the ratio was changed to five A directors, and three B directors. "Paramount has never interfered in the management of Du Mont," said Mr. Raibourn, a di-

(*Continued on page 36*)

EACH COULD CLAIM the other signed his own name backwards. At least that was the situation when Gray Gordon (l), orchestra leader, was interviewed on KOIL Omaha, and introduced to Gordon Gray, vice president and general manager of the station.

The Doorway to a
460 Million Dollar MARKET!
Corpus Christi's claim as the "Oil Capital of Texas," is a bona-fide one! Seventeen per cent of the State's fabulous oil production—363,000 barrels daily—is attributed to the 24 counties comprising the Corpus Christi oil areal Most of it flows to Corpus Christi for refining or for shipment through the city's modern port! A five-fold increase in crude oil production in the territory in the last 12 years, assures the continued and increasing importance of this city as an oil port. And this is only ONE of the many "Aces" Corpus Christi has to play in making it a 460 million dollar market!! How to reach it—KEYS, of course—your CBS outlet in this mighty market!
250 watts
1490 kc
Corpus Christi, Texas
COLUMBIA ★ BROADCASTING ★ SYSTEM
KEYS
AFFILIATED WITH
TAYLOR HOWE SNOWDEN
YOUR DIRECT COURSE TO
A FABULOUS TEXAS MARKET

MORNING... NOON... AND NIGHT!

NORTHWESTERN OHIO LISTENERS LOOK TO WSPD . . .

WSPD's enviable position as the number one station of Northwestern Ohio is not confined to any single program, or any particular part of the day. Morning, noon and night most of the people listen most of the time to WSPD.

WHY THIS INTENSE LISTENER LOYALTY?

For the past 25 years WSPD has given its listening audience the finest of network shows, fast moving local programming and an outstanding schedule of public service events.

National, as well as local, advertisers have found it both wise and profitable to use WSPD to reach the rich industrial market of Northwestern Ohio and Southern Michigan—Morning—Noon and Night!

JUST ASK KATZ

WSPD
TOLEDO, OHIO
5,000 WATTS
IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT
A FORT INDUSTRY STATION

BMI *Pin Up* SHEET

Hit Tunes for July
(On Transcriptions)

A STORY BOOK ROMANCE (Block)
STANDARD—Hal McIntyre
PIN UP—Enoch Light
ASSOCIATED—Galli Sisters
MacGREGOR—Music A La Carter
THESAURUS—Novatime Trio
" George Wright
LANG-WORTH—Chuck Foster
" Four Knights

(AH, YES) THERE'S GOOD BLUES TONIGHT
THESAURUS—Jumpin' Jacks
MacGREGOR—Music A La Carter
" Lou Bush Orch.
STANDARD—The Coronetes
PIN UP—Enoch Light (Embassy)
WORLD—Les Brown
LANG-WORTH—Bobby Sherwood
" Buddy Morrow

ALL THE CATS JOIN IN (Regent)
THESAURUS—Jumpin' Jacks
LANG-WORTH—Frankie Carle
MacGREGOR—Red Nichols

BLUE CHAMPAGNE (Encore)
ASSOCIATED—Richard Himber
STANDARD—Freddy Martin
WORLD—Charlie Spivak
MacGREGOR—Henry King
THESAURUS—Vincent Lopez
" George Wright
LANG-WORTH—Johnny Long
" Al Trace

DO YOU DO? DO YOU DO?
PIN UP—Enoch Light (Commercial)

I DON'T KNOW ENOUGH ABOUT YOU (Campbell-Porgie)
LANG-WORTH—Four Knights
" Art Mooney
PIN UP—Enoch Light
WORLD—Charlie Spivak
THESAURUS—Novatime Trio
" Music of Manhattan
STANDARD—Leighton Noble
MacGREGOR—Jimmie Grier
" Henry King

LAUGHING ON THE OUTSIDE (BMI)
STANDARD—The Californians
" Pat Kay, Les Paul Trio
MacGREGOR—Don Swan
" Lou Bush
" Jimmy Grier
WORLD—Les Brown
LANG-WORTH—Tommy Tucker
THESAURUS—Vincent Lopez
ASSOCIATED—Richard Himber
PIN UP—Enoch Light

MOON OVER BROOKLYN (London)
WORLD—Guy Lombardo
ASSOCIATED—Galli Sisters
THESAURUS—Novatime Trio
STANDARD—The Coronettes

TOO MANY IRONS IN THE FIRE
ASSOCIATED—Galli Sisters
MacGREGOR—Don Swan (Marks)

VEM VEM (Pemora)
LANG-WORTH—Ron Perry
WORLD—Jose Morand
MacGREGOR—Don Swan

WHATTA YA GONNA DO (BMI)
THESAURUS—Novatime Trio
ASSOCIATED—Galli Sisters
WORLD—Les Brown
PIN UP—Enoch Light
MacGREGOR—Don Swan

WHEREVER THERE'S ME THERE'S YOU (Republic)
PIN UP—Enoch Light
ASSOCIATED—Galli Sisters
LANG-WORTH—Blue Barron
THESAURUS—Sammy Kaye
MacGREGOR—Red Nichols

WHO TOLD YOU THAT LIE? (Stevens)
ASSOCIATED—Galli Sisters
PIN UP—Enoch Light
WORLD—Les Brown
THESAURUS—Novatime Trio
MacGREGOR—Don Swan
LANG-WORTH—Blue Barron

WITHOUT YOU (TRES PALABRAS) (Peer)
THESAURUS—Music of Manhattan
PIN UP—Enoch Light
MacGREGOR—Aaron Gonzales
" Jimmie Grier
" Veramos Stevens
LANG-WORTH—D'Artega
ASSOCIATED—Victoria Cordova
STANDARD—Carlos Molina
WORLD—Mischa Borr

BMI HIT TUNES ARE AVAILABLE, TOO, ON MAJOR PHONOGRAPH RECORDS

BROADCAST MUSIC, INC.
580 FIFTH AVENUE, NEW YORK 19, N. Y.
New York • Chicago • Hollywood

AWD IN FAMINE FIGHT

Alma Kitchell Presents Pledges from Women Broadcasters to Herbert Hoover

RADIO AID in famine drive was pledged by women broadcasters who presented telegrams from many stations to ex-President Herbert Hoover, honorary chairman of drive. Left to right are: Chester Davis, chairman, Famine Emergency Committee; Dorothy Lewis, AWD vice president and NAB coordinator of listener activity; Mr. Hoover; Alma Kitchell, WJZ New York, AWD president; Mildred Bailey, WCOP Boston, AWD vice president.

WOMEN broadcasters, through the National Assn. of Women Directors, were urged last week by ex-President Herbert Hoover, honorary chairman of the Famine Emergency Committee, "to continue the whole-hearted support you have given the campaign in the past, for herein is the first guarantee of recovery and peace to mankind."

Mr. Hoover was presented a sheaf of telegrams and letters from women broadcasters, pledging continuing aid in the program, by Alma Kitchell, WJZ New York, AWD president. The ceremony took place at the White House just before a meeting of the famine committee.

Describing world famine conditions, Mr. Hoover said: "There nevertheless remains on this country a heavy responsibility; a responsibility which can be discharged effectively only if our people support their Government in the vigorous measures that must be taken to provide the food exports required for relief. The members of the AWD are in a unique position to be effective in helping to mobilize the American public to support this great effort.

"The women of the country, whom you so effectively reach, will take the really important part in this program. It is not the decisions that are made in Washington that count so much as the daily decisions made by each shopper at the grocery counter, by each housewife in the kitchen, and by each member of the family at the dining table in the home or at the public eating places."

Mrs. Kitchell expressed appreciation to Mr. Hoover for his leadership in the famine drive. She said, "Words are the tools we use, and I assure you that every broadcaster, director, writer or whatever, is choosing these words carefully and prayerfully. Radio gives us the privilege of speaking directly to women in their homes. We know that once the American homemaker truly understands a situation, she is second to none in her generosity."

With Mrs. Kitchell were two AWD vice presidents, Mildred Bailey, WCOP Boston, and Dorothy Lewis, NAB coordinator of listener activity. Mrs. Lewis, in introducing Mrs. Kitchell to the ex-president, said AWD had taken the food crisis as an editorial theme even before creation of the famine committee.

NAB NAMES GROUP TO WORK ON FILM

COMMITTEE to advise with Gerald T. Brandt, Hollywood producer, on the proposed feature film based on the history of radio has been named by NAB, whose board of directors looked with favor on the project at its May 6-9 meeting.

Members of the committee are William B. Ryan, KFI Los Angeles; Donald W. Thornburgh, CBS; Lewis Allen Weiss, KHJ; Sidney N. Strotz, NBC; Don Searle, ABC; Calvin J. Smith, KFAC Los Angeles.

The committee was named without implying any present commitment or endorsement of the film, which is said to carry a record budget of $2,500,000. It is tentatively titled *Magic in the Air*. Mr. Brandt has proposed a nationwide poll to nominate favorite programs for inclusion in the film.

Private Showing

PAUL MOWREY, chief of ABC's television activities, June 25 presented a private showing of the ABC film recording of the Detroit Automotive Golden Jubilee to the presidents of 20 automobile companies in Detroit. Film was telecast June 12 over WABD New York as an ABC presentation, under sponsorship of U. S. Rubber Co. Copy of the film was presented by the network June 20 to Lt. Gen. William S. Knudsen, General Motors Corp., board member, who accepted it on behalf of the motor industry and included it in a "time capsule" to be buried in Detroit for 50 years.

Tunes Philadelphians Love . . . and Listen to!

"MUSIC FROM THE THEATRE"

Sundays at 1:00 P.M. on KYW

More than half the sets-in-use in the Philadelphia area are tuned to KYW from 1:00 to 1:30 Sundays!

An amazing audience? Yes.. but "Music from the Theatre" is no ordinary program. Directed by Clarence Fuhrman, one of Philadelphia's best-known musicians, this smooth-paced half-hour features favorite tunes from musical comedies and operettas, in sparkling yet sure-footed arrangements.

"Music from the Theatre" travels in good company, too. It follows the NBC Concert Orchestra and it's followed by the Longines Symphonette program.

If this tailor-made show seems to fit your measure, better make a hurry-call to NBC Spot Sales!

KYW

PHILADELPHIA

50,000 WATTS

•

WESTINGHOUSE

RADIO STATIONS Inc

WBZ WBZA KDKA
WOWO KEX KYW

Represented Nationally by NBC Spot Sales—Except KEX.
KEX Represented Nationally by Paul H. Raymer Co.

presenting... a sparkling new

TRANSCRIPTION SERVICE

by *Capitol*

Take a million dollars worth of music and talent. Etch them into Vinylite with brilliant clarity and depth. Add the smartest job of programming yet seen. *Result: the new Capitol Transcription Service!* Ready now for advertisers who know the audience appeal of big-name artists and top-hit tunes.

BIG NAMES LIKE THESE RAISE YOUR LISTENER LEVEL
Every Capitol name is an audience-builder. And every listener can find programs to enjoy. Singers . . . top bands . . . western stars . . . variety groups—all under exclusive contract to Capitol. Even the smaller stations can headline the biggest stars:

BIG NAME BANDS
Duke Ellington • Jan Garber • Skitch Henderson • Stan Kenton • Gene Krupa • Eddie LeMar • Enric Madriguera • Alvino Rey.

BIG NAME SINGERS
June Christy • Hal Derwin • Dinning Sisters • Carolyn Grey • King Sisters • Peggy Lee.

BIG NAME VARIETY
Buddy Cole's Four of a Kind • Frank DeVol • King Cole Trio • Danny Kuaana • Del Porter and his Sweet Potato Tooters • Juan Rolando • Dick Shannon's Aleutian Five • Paul Weston.

BIG NAME WESTERN
Shug Fisher • Wally Fowler • Jack Guthrie • Karl & Harty • Oak Ridge Quartette • Tex Ritter • Merle Travis • Wesley Tuttle • Uncle Henry's Original Kentucky Mountaineers.

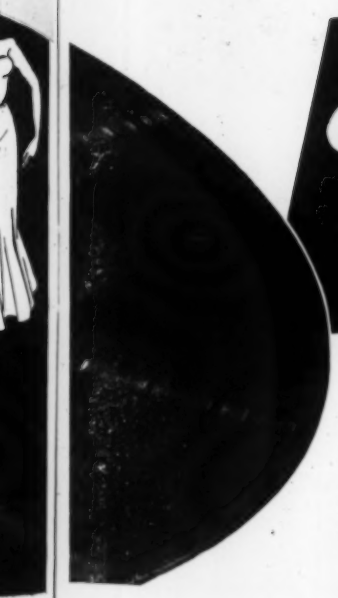
SHOWS THAT SELL SPONSORS . . .
With 22 different program formats—30 hours of programmed entertainment each week—you can build a show to please any listener, any sponsor. Each dated format in your conveniently-bound Capitol format service suggests each transcription by title number, and times every phase of the period. Perfect programming aids, flexibly prepared to favor that extra zip and zest that can come only from your own program staff.

16 Quarter-hour shows • 3 Half-hour shows • 3 One-hour shows

2000 SELECTIONS . . . 50 MORE EACH MONTH

The basic library of the Capitol Transcription Service contains more than 2000 selections. Every month Capitol *guarantees* you a minimum of 50 additional numbers. (As an extra bonus, production schedules indicate not 50 but 70 new monthly releases . . . and at no cost increase.) Your library comes in this handsome metal sliding-drawer cabinet designed to simplify selection.

CAPITOL SIMPLIFIES YOUR PROGRAMMING
. . . Like This—from sign-on to sign-off, production brighteners refresh every Capitol program format. Open and close each show with a brilliantly arranged musical theme. Perk up your audience with a few remarks by the featured artist. And background your commercials with distinctive musical interludes.



Capitol TRANSCRIPTIONS
A DIVISION OF CAPITOL RECORDS INC
PROGRAM SERVICE FROM HOLLYWOOD

A RECORDED DEMONSTRATION SAMPLE FOR YOU
To show just what the Capitol Transcription Service can do for you, Capitol will be glad to send you a recorded demonstration. Hear many of the features that make the Capitol service *different*.

SUNSET AND VINE

We're on the Air!

WTIK

"THE FRIENDLY VOICE OF DURHAM"

DURHAM, N. C.

500 WATTS (d) **730 Kc.**

Serving the DURHAM-RALEIGH Market at low ONE-MARKET cost

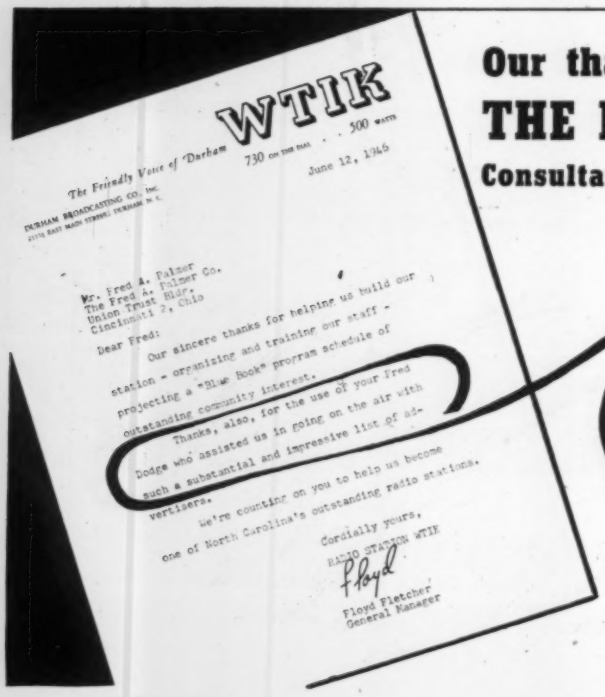
Featuring: NEWS • SPORTS • MUSIC • COMMUNITY • FARM • SPECIAL EVENTS

PAUL NORRIS
Program Director
18 years in radio

FLOYD FLETCHER
General Manager

TOM MITCHEL
Commercial Mgr.
10 years in radio

REPRESENTED NATIONALLY BY BROADCAST SALES COMPANY • NEW YORK • CHICAGO



WTIK
The Friendly Voice of Durham 730 ON THE DIAL . . 500 WATTS
DURHAM BROADCASTING CO., INC.
2119 EAST MAIN STREET, DURHAM, N. C.

June 12, 1946

Mr. Fred A. Palmer
The Fred A. Palmer Co.
Union Trust Bldg.
Cincinnati 2, Ohio

Dear Fred:

Our sincere thanks for helping us build our station - organizing and training our staff - projecting a "Blue Book" program schedule of outstanding community interest.

Thanks, also, for the use of your Fred Dodge and assisted us in going on the air with such a substantial and impressive list of advertisers.

We're counting on you to help us become one of North Carolina's outstanding radio stations.

Cordially yours,
RADIO STATION WTIK
Floyd
Floyd Fletcher
General Manager

Our thanks to—

THE FRED. A. PALMER CO., Cincinnati, Ohio

Consultants to Radio Stations on Management and Operation

Thanks, also, for the use of your Fred Dodge who assisted us in going on the air with such a substantial and impressive list of advertisers.

FRED DODGE

• Field man of The Palmer organization, who spent several months in Durham, helping WTIK get started on the air—right.

Armstrong Challenges Shouse on FM

Inventor Says Crosley Executive Charges Are 'Serious'

By EDWIN H. ARMSTRONG

Professor of Electrical Engineering Columbia U.; FM Inventor

IN YOUR ISSUE of June 17 under the heading "Shouse Asks Cautious Approach to FM" you report an address by Mr. James Shouse, vice president of the Crosley Corp., delivered at the annual convention of the National Editorial Assn.

Mr. Shouse makes the statement that "the so-called high fidelity attribute of FM is largely a myth, in view of the fact that our present form of broadcasting will handle practically every frequency that the human ear can detect anyway."

'Serious Charge'

On account of the circumstances under which this statement was made, it constitutes a serious charge against many men engaged in the development of this new system, involving the integrity of their representations to, and their dealings with, the broadcasting art and the American public.

Clearly the men most qualified to pass judgment on this matter will be found first among the musicians, and second in the field of engineering. In neither of these professions am I able to find evidence of any qualification by Mr. Shouse.

His opinion is not shared by Dr. Serge Koussevitzky, famed conductor of the Boston Symphony Orchestra who, when he first heard his orchestra via FM reacted in the following words:

> "Astonishing—never before in a broadcast have I been able to pick out each instrument individually. Every instrument stands out so clear—so beautiful, so natural. Each instrument keeps just the right color and timbre, particularly the clarinet, which has always been so bad on the air. It is now clear, and has the whole beauty of the instrument."

Dr. Leopold Stokowski, who is unique among the world famed conductors in that he has gone outside his own field to study the electrical phenomena of broadcast transmission in order to determine the limitations they impose on the musician's art, introduced the following statement about FM in a Federal Communications Commission hearing:

> "The broadcasting of symphonic and operatic music requires a frequency range of from 30 to 13,000 cycles and an intensity range of 85 decibels. Anything less than these two ranges will not convey to the listener symphonic and operatic music with their full expression and with all their valuable powers of inspiration favorable to national morale. Through frequency modulation these two ranges are possible. The chief engineers of any good American sound laboratory can achieve these results. . . ."

FM a Boon

In "Music Thru the Ages" by Marion Bauer, Associate Professor, Dept. of Music, New York U. and Ethel Peyser, a work addressed to the students of music, we find, among other favorable comments in the comparison of FM with AM reproduction the following statement:

"Musically it (FM) is a boon in many ways. Timbres of instruments are transmitted so well that you can easily imagine yourself seated in the concert hall. An oboe and a clarinet sound like *themselves*, a cello is a cello, and the double bass is *not* a tympani. All sound seems to lean on a cushion of comforting silence." (Emphasis the author's.)

It is difficult to understand, in view of these opinions from sources of the highest authority on the musician's art how Mr. Shouse arrives at his opinion. Perhaps he will some day enlighten us.

But after commenting on the end result Mr. Shouse goes beyond the field of the musician and enters the field of the technically qualified engineer when he undertakes to explain *why* AM quality can be as good as FM. In fact he enters the precise field in which I have worked for over 10 years.

Mr. Shouse's explanation is "our present form of broadcasting will handle practically every frequency that the human ear can detect anyway." However much the childlike simplicity of this explanation may appeal to those who like simple answers, the phenomena involved in the subject of natural reproduction of a program transmitted over a radio circuit are more complicated than the simple question of frequency range.

AM's Difficulty

Of course the AM system could transmit all the audible frequency range just as the FM system does were it lifted out of the 5000 cycle straitjacket of its present allocation and moved bodily to some other place in the spectrum where room could be found for a 15,000 cycle channel. But AM's basic difficulty is not that it cannot transmit all the notes that the musicians play but that it persists in transmitting and reproducing some that they do *not* play.

These tones, resulting from a process known to the engineer as cross modulation (in both transmitter and receiver) are discordantly related to the true tones of the program and produce that muddled form of reproduction so familiar to all of us. It is perhaps the principal reason that a radio sounds "like a radio" and not like a musical instrument or an orchestra.

It is FM's unique ability to transmit and reproduce only the tones actually produced in the studio that has evoked the commendation of the musical authorities heretofore referred to in this letter.

When in addition to naturalness of reproduction there is added the ability to operate quietly thru thunderstorms and man made static the reason for the extraordinary public acceptance of FM in the two pre-war years is obvious.

Failed Before War

The remainder of Mr. Shouse's address (with the exception of the reference to Mr. Petrillo) contains the same material which was used prior to the war in the attempt to talk FM down. The attempt failed then and we would have long since heard the last of it had the frequency modulation system been permitted to continue undisturbed in its established place in the spectrum.

The enforced shift in the band opened wide the door for the continuance of the talk down and other obstructionist tactics which are now so plainly evident. These will fail again for the same reason that they failed before—the public will shortly have the opportunity of listening to FM sets in competition with AM and will make its choice accordingly.

"It was a choice between me and a 54-piece symphony on the radio—the lower advertising budget won out!"

Lichty's Grin and Bear It in *The Washington Post*

TAKING ISSUE with James D. Shouse, vice president in charge of broadcasting, the Crosley Corp., Cincinnati, who told the National Editorial Assn. that "the so-called high fidelity attribute of FM is largely a myth," [BROADCASTING, June 17], Prof. Edwin H. Armstrong, FM inventor, herewith presents his views. He is professor of electrical engineering, Columbia U.; operator of WFMN Alpine, N. J., pioneer FM station; inventor of the regenerative circuit (1912), superheterodyne receiving system (1918), super-regenerative circuit (1920) and FM (1933).

Oregon AAAA Members Discuss Media Problems

EIGHT Oregon members of American Association of Advertising Agencies conferred June 18 in Portland in an open panel discussion with representatives of each advertising media to determine plans for correlating services to the various mediums.

According to Quenton Cox, general manager of KGW Portland and chairman of the radio panel, the conference was a successful experiment in that it cleared mutual problems by frank discussion. Similar meetings are being planned for the future.

L. W. Hutchins, Agency Executive, Dies in N. Y.

LEROY W. HUTCHINS, 57, president of Sheldon, Morse, Hutchins & Easton Inc., New York, public relations firm, and of Hutchins & Graves, Inc., New York, advertising agency, died on June 21 in New York after a long illness. Mr. Hutchins was also managing director of the Safety Research Institute Inc., New York.

Helping to form his own public relations organization in 1931, Mr. Hutchins also served as managing director of the Safety Research Institute, and was active in the fields of fire protection and industrial hygiene. He was a member of the Chemists Club, American Public Health Assn., Trade Assn. Executives of New York and the National Fire Protection Assn.

Surviving are his wife, Mrs. Brahna Chalefman Hutchins, and a son, William Reagh Hutchins.

Street Video

EVERYBODY wanted to get into the act when WCBW, CBS video station, put on a television man-in-the-street program in front of New York's Grand Central Station. Gil Fates, assistant to program director of WCBW, queried passers-by about their knowledge of the immediate vicinity, while two cameras, in the street and on the truck, picked up the scene for benefit of viewers at home. Second in Saturday afternoon outdoor series was to be held June 22 in front of CBS Bldg. Lack of remote equipment limits WCBW to pickups at points which can be reached by cable.

NAB FM Executive Group Asks For Clear Stand on Channels

A STRONG REQUEST by the FM executive committee of the NAB asking the parent organization to make a clearly definite stand with regard to further allocation of FM channels by the FCC was made last week. The committee further asked that NAB protest the withholding of any channels from those already allocated.

Meeting in the Ambassador Hotel, New York, the executive group, headed by Walter J. Damm, WTMJ Milwaukee, passed resolutions urging the board of directors of the NAB to give favorable action to their requests.

To Appear at FCC

The seven-man committee asked that NAB counsel be authorized and directed to file a brief and appear at the oral argument July 12, on FCC document 6768 [BROADCASTING, June 24].

The committee further recommended that counsel reiterate the position of NAB that provision should be made for sufficient channels to accommodate all qualified applicants, and to oppose the withholding of any channels from those already allocated.

To aid in further development of FM service, the group recommended the counsel urge the Commission to indicate at this time a specified portion of the spectrum for future allocation to FM broadcasts.

The executive committee agreed to disagree with the FCC's stand that objectives of section 307 (B) can best be served by a reservation of currently allocated channels and is of the opinion that these objectives could be better served by allocation of additional channels for FM use.

The committee lodged strong protest on channel reservations at this time as obstructing the speedy development of FM. They also asked that the Commission designate such additional channels either as a result of a Commission hearing or by its own independent action.

Such action, the FM heads believe, woud assure equitable distribution of service to the listening public as to territory covered and would provide facilities for both present and future FM applications.

Discussion of the studio-to-transmitter link on the 920-940 mc band and common ownership cut-off date for AM and FM stations within the same area was of minor importance, according to an executive spokesman, and no information of decisions reached on these points could be obtained.

Stanley Predicting Rise In England Video Sets

THAT ENGLAND will have some 100,000 black and white television receivers in the hands of the public this season, was the forecast made by C. O. Stanley, chairman of the British radio industry council television committee and managing director of Pye Radio Ltd., on June 24, at a luncheon tendered by Niles Trammell, NBC president, in New York.

Luncheon guests included Brig. Gen. David Sarnoff, president of RCA; Frank E. Mullen, NBC vice president and general manager; John F. Royal, NBC vice president in charge of television; O. B. Hanson, NBC vice president and chief engineer; William F. Brooks, NBC director of news and special events; Sydney H. Eiges, manager, NBC press department, and Samuel Kaufman, feature editor, NBC press department.

THE BRANHAM COMPANY

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles

representing

WMOB	Mobile, Ala.
KTHS	Hot Springs, Ark.
KFMB	San Diego, Calif.
KWKH	Shreveport, La.
WCPO	Cincinnati, Ohio
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KRLD	Dallas, Texas
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WSAZ	Huntington, W. Va.
WPAR	Parkersburg, W. Va.

Proposed Red River Lateral Canal, soon to be constructed, providing deep water transportation to the four corners of the world.

AN ARMY OF LISTENERS OKAY KWKH!

Independent surveys show that powerful 50,000 Watt KWKH is the favorite station in the tri-state area of the Ark-La-Tex. KWKH, dominating the listening habits of the homes in this area, truly influences the buying habits of this "Army of Listeners." Plan now to include this rich market in your sales program. Cover it COMPLETELY AND EFFECTIVELY with powerful 50,000 Watt KWKH.

KWKH

CBS ★ 50,000 WATTS

The Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.

Now!

GREATER POWER

BETTER SERVICE

NOW OPERATING ON

5000 WATTS

STILL

590

ON YOUR

DIAL

KTBC

CBS

KTBC

AUSTIN

TEXAS

KTBC gives you unmatched coverage of this rich, responsive market in the Heart of Texas—plus outstanding listener rating and super programming at all hours! A buy worthy of your consideration!

REPRESENTED BY

TAYLOR HOWE SNOWDEN Radio Sales

'Lux Theatre' Most Popular for Month

Pulse Survey Places Allen, And Hope Next

THE MOST POPULAR program among New York radio listeners in June was *Lux Radio Theatre*, according to the latest survey by Pulse Inc. Fred Allen was second and Bob Hope third. The program ratings were: *Lux Radio Theatre*, 22.7; Fred Allen, 22.0; Bob Hope, 21.0; *Fibber McGee & Molly*, 20; Walter Winchell, 19.3; *Mr. District Attorney*, 19; Eddie Cantor, 18.7; *Suspense*, 18.3; *Aldrich Family*, 17.7; Red Skelton, 17.

The ranking daytime shows were Kate Smith, 6.5; Helen Trent, 6.4; *Big Sister*, 6.3; *Our Gal Sunday*, 6.3; *Breakfast in Hollywood*, 6.2; *Life Can Be Beautiful*, 6.1; *When a Girl Marries*, 5.8; *Portia Faces Life*, 5.7; *Make Believe Ballroom* (evening), 5.6; *Young Widder Brown*, 5.2; *My True Story*, 5.2.

Week-end daytime programs were *The Shadow*, 12; *Electric Hour*, 10.7; Brooklyn vs. Cincinnati Baseball, 10; Westinghouse program, 9; *Quick as a Flash*, 9; *One Man's Family*, 8; *Family Hour*, 7.7; *Counterspy*, 7.3; *Detective Mysteries*, 7.3; *Harvest of Stars*, 7.3.

Remains at May Level

June radio listening remained at the May level in New York with an average sets-in-use at 24.8 percent.

Pulse radio ratings for the May-June period in Philadelphia show the following results: *Lux Radio Theatre*, 29.5; Bob Hope, 25.3; *Fibber McGee & Molly*, 23; *Screen Guild*, 22.3; *Dr. Christian*, 21.3; Walter Winchell, 21.3; Red Skelton, 21; *Chase-Sanborn Show*, 20; *Inner Sanctum*, 19.3; *Aldrich Family*, 18.5.

Daytime listings: *Breakfast Club*, 11; *Life Can Be Beautiful*, 10.7; *Ma Perkins*, 10.7; *Kate Smith Speaks*, 10.5; *Helen Trent*, 10; *Young Dr. Malone*, 9.9; *Our Gal Sunday*, 9.7; *Road of Life*, 9.7; *Big Sister*, 9.5; *Aunt Jenny's Stories*, 8.1.

Week-end daytime shows: *Children's Hour*, 15.5; Philadelphia vs. Cleveland, 10.5; Billie Burke, 9.5; *Ranger Joe*, 9.3; *Stars Over Hollywood*, 8.8; *Armstrong Theatre*, 8.5; *Grand Central Station*, 8.5; *Westinghouse Program*, 8.3; *Family Hour*, 8.3; *Let's Pretend*, 7.5.

In Philadelphia average sets-in-use were 20.5%.

NLRB Denies IBEW

NATIONAL Labor Relations Board on June 27 denied petition of IBEW for certification of representatives of KWKH Shreveport, La., under Local 194. Election was held May 28 under board direction. A tally showed that of three eligible voters, one was for IBEW and the other two against. IBEW later filed an amended petition asking an investigation of the election.

'Can't Happen Here, Eh?'

(Editor's Note: Editor Richard G. Lewis has pictured 1972 in Canada in the June 22nd Canadian Broadcaster. *Mr. Lewis, fearing abridgement of freedom of speech through the state controlled Canadian Broadcasting Corp. labels his article a reprint from "the mythical* Canada Gazette *for July 6, 1972.")*

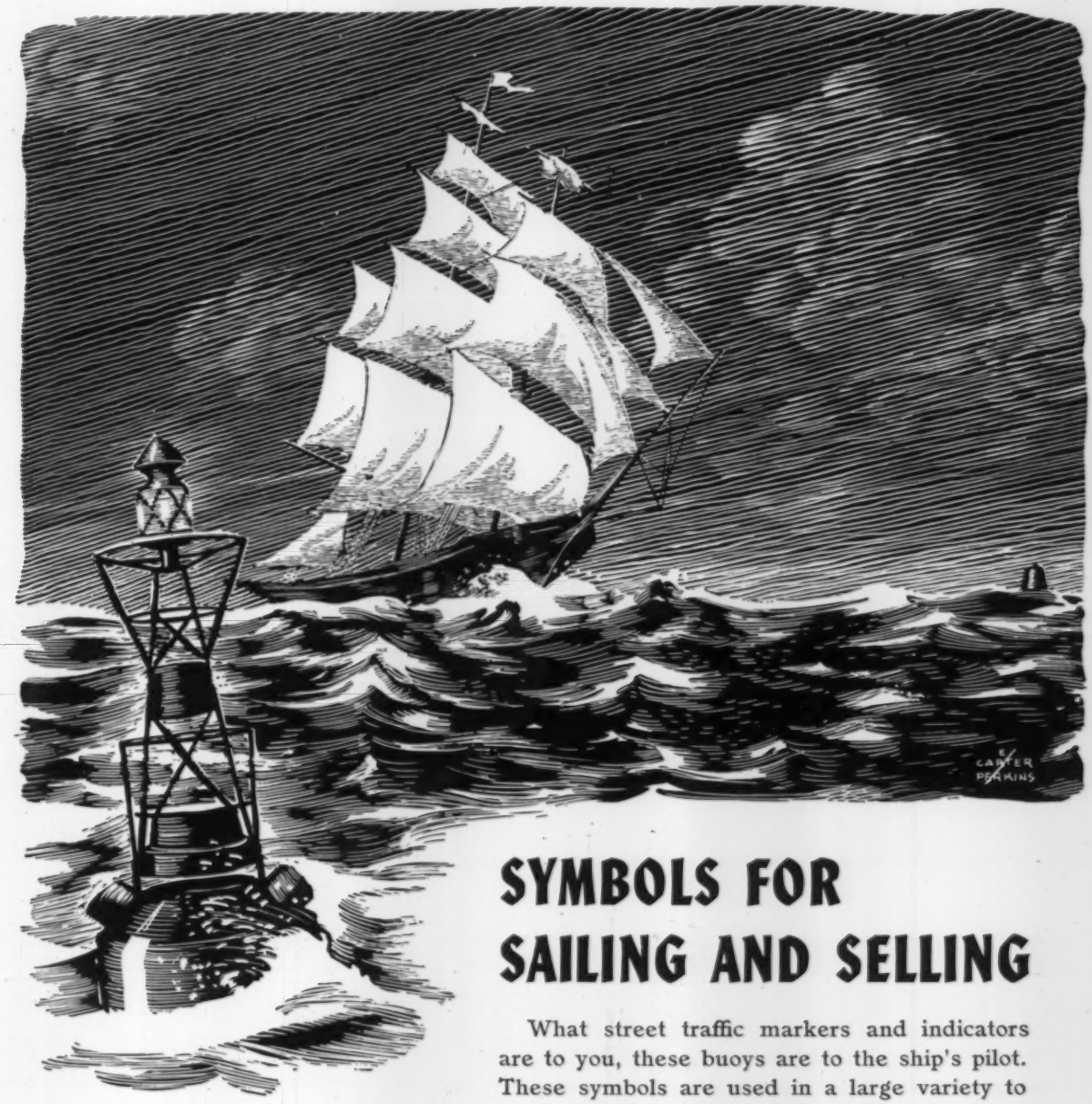
OTTAWA, July 5, 1972: Editorials appeared in every Canadian paper last night, under a Canadian Newspaper Corporation (CNC) date-line, commending the government for its twenty-five years of administration without putting the country to the expense of an election. The CNC article closed with an Ottawa directive to all employers, ordering an enforced holiday next Wednesday in celebration. Ottawa will join in the festivities, and a note of ironic entertainment will be introduced when life-like effigies are placed in the House, seated in what used to be called the "Opposition Benches," which have been cleaned and painted for the first time in twelve years especially for the occasion.

The CNC, owned and operated by the people of Canada, under the supervision of the Department of Knowledge Control, will blend its voice with those of all loyal citizens in the singing of the official "Doxology of Jubilation." This will be distributed without charge by the Canadian Choral Corporation (CCC), owned and operated by the people of Canada under authority of the Department of Special Events. It will be sung in the new official Canadian language in licensed churches from coast to coast during special services of thanksgiving next Wednesday. The services were ordered by directive 112/XLIVX-127B of the Canadian Religious Corporation (CRC), owned and operated by the people of Canada under authority of the Department of Religious Beliefs and Observances. This will afford citizens an opportunity to hear a sermon especially prepared by the Department. In this sermon, stress will be laid on the progress of Christianity since all denominational differences were outlawed and all doctrinal policies were dispensed by the Corporation in its capacity of Custodian of Public Morals.

The CRC, established in Canada over a quarter of a century ago immediately before the last election, was based on principles developed by the Canadian Broadcasting Corp. (CBC) previously. This CBC, it is interesting to note, provided the principle on which all of the 167 "People's Corporations" now in operation were built. But it was not until our present Chancellor's election by acclamation during the infamous Battle of Bay Street of 1947 that such fascistic and monopolistic practices as private broadcasting and advertising were completely eradicated, to the glory of the people of Canada, to whom all Canada's resources rightfully belong.

Arrangements are being made for the collection of radio license fees. The fee this year has been increased from $10.69 to $12.83 to cover the cost of a new short-wave transmission to the Canary Islands, and also to defray expenses in connection with the new compulsory "Health through Joy" program, broadcast by the Canadian Therapeutic Corp. (CTC), owned and operated by the people of Canada under authority of the Department of Physical Fitness. The exact time at which citizens are to appear at their Community Centres to make payment of their license fees will be announced over the Unified National Network during an early presentation of the regular "CBC All-Citizens Chamber Hour." Date of this announcement will be proclaimed on the regular 8-11 p. m. "Your Government" program, next Friday. All citizens will remain at home to hear this program. Citizens will be ordered to make their payments in numerical order under the new "State Index System" devised by the Canadian Statistical Corp. (CSC), owned and operated by the people of Canada under authority of the Department of People's Contributions to State Maintenance.

FINAL TESTS of the new GE radio-clock receivers are now being made at GE's Bridgeport, Conn. plant [BROADCASTING, June 10]. The owner sets the dials and the clock in the receiver. The radio goes off, the clock goes on. It can be arranged to awaken you with an alarm or with just the radio, or both, either with music preceding the alarm or following it. Or you can sleep right through, as far as GE is concerned.



SYMBOLS FOR SAILING AND SELLING

What street traffic markers and indicators are to you, these buoys are to the ship's pilot. These symbols are used in a large variety to mark the channels into and out of ports. For the navigator, there's a special and important meaning to each and every buoy.

Just as these symbols of the sea are full of significance, so the letters WCBM are important to the radio time buyer. By following the WCBM buoys you can navigate your product through the most direct channel into the harbor of the Baltimore market. So, look to WCBM for help in charting successful selling.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

Free & Peters, Inc.
Exclusive National Representatives

JOHN ELMER, *President*

GEORGE H. ROEDER, *General Manager*

Paramount

(*Continued from page 24*)

rector and treasurer of Du Mont Labs.

He denied there were any arrangements between Du Mont and Paramount concerning use of films, any preference given Paramount in the purchase of equipment, or any arrangement whereby Paramount and Du Mont would simultaneously operate television stations in the same area.

Substantiating his testimony was Dr. Allen B. Du Mont, Du Mont president, who also testified. "There has never been any conflict of interest or clash of A and B stock," he said. "Paramount has always voted the same way I have," he added.

There are now one and a half million shares of unissued Du Mont stock, he revealed. "If we needed more financing, we would not have to go to Paramount for it."

Dr. Du Mont said he founded the company in 1931. He said he has an employment agreement with Paramount whereby he gives full time to the company, and turns over all patents. He touched lightly on the firm's manufacture of cathode ray tubes and its component parts, radar and loran equipment and television operations.

Raibourn Recalled

Following Dr. Du Mont's testimony, Mr Raibourn was recalled to the stand by Duke Patrick, Paramount counsel, for information on the Scophony case [BROADCASTING, Dec. 25, 1945]. "I shall be very happy to state our side of the story," Mr. Raibourn began, relating that there had been much unpleasant publicity put out by Scophony detrimental and unfair to Television Productions Inc., Paramount subsidiary.

In December, Scophony Ltd., an English concern interested in large screen television and other television apparatus, filed anti-trust charges with the U. S. Dept. of Justice against Television Productions Inc. and General Precision Equipment Co. The suit alleges that television is being retarded by U. S. "movie interests," and charged an international cartel was formed to retard development of large screen television.

"We were approached by Scophony in 1939," Mr. Raibourn said, "and asked if we were interested. We told them yes."

During the war, he continued, Scophony had representatives in this country who had incurred debts and were not receiving any funds from England. "There was a question of disposition of effects of Scophony Ltd.," he said, with the firm going into the hands of a receiver. "No receiver was appointed. It was then that Paramount (Television Productions) was asked to take an interest.

"The situation was very difficult because any money available would be seized by the British Treasury," he said. It was decided, therefore, to form an American corporation including the Western Hemisphere assets of Scophony. Television Productions Inc. got 17% interest in the corporation, General Precision Equipment Co. 33%, Scophony Ltd. 31¼%, a "syndicate of Czechs" 12½%, and Mr. Levey 6¼%. Television Productions Inc. paid $8,300 for its 17% interest he said.

FCC VISITORS John Hearne (1), San Francisco regional attorney, and Harry M. Plotkin, assistant general counsel, review a video script with Actress June Lewis during a visit to Don Lee Broadcasting System's television station in Hollywood, W6XAO. On camera is Fred Mueller, Don Lee television staff member.

David Levey, Scophony Ltd. representative, was made president of Scophony Corp. of America. It was in his name that the lawsuit was brought against Mr. Raibourn for Television Productions, and Karl G. Hines, General Precision Equipment president.

By 1945 when a total of $145,000 had been poured into the corporation with "no tangible results," General Precision and Paramount announced that any further money issued would be by loan. Mr. Levey accused the two companies of trying to gain control, said Mr. Raibourn. From there on, the situation became more uneasy. There was also publicity from Scophony that Paramount was getting exclusive rights to large screen television.

"Paramount has never had an exclusive license for large screen television," Mr. Raibourn asserted.

Despite dissension, Paramount loaned Scophony $5,000 for 18 months at 8%. At that point, it was found that finances were being handled without the knowledge of the directors. There was also discussion of the "Skiatron" system of television, which, Mr. Raibourn said, was applicable to radar, but not to television, in his opinion. Mr. Levey held out that with further adaptation, it would be useful to television.

After other disagreements, both Mr. Raibourn and Mr. Hines told Mr. Levey that "if Scophony could get any other backers, go ahead, and give us our money back."

Their only offer to Paramount was $8,300, the initial amount put

(*Continued on page 40*)

The No. 1 Farm Station in the No. 1 Farm Market would like you to

MEET RAY!

Ray Schroeder, KMA's aggressive Chief Engineer, is a great deal more than "Sparks" to us—*and to you.* Ray is a boon to KMA advertisers as well as to KMA because he is that rare, rarer, rarest technical man who also *knows coverage* and *how to get it.*

With 16 years of commercial experience—with many winner's prizes for short-wave operation—with a national reputation for designing accepted testing gear—with a thorough understanding of progressive radio engineering, Ray is largely responsible for the dependable reception that has helped make KMA a favorite of radio listeners in 155 counties around Shenandoah.

To know how *much* a favorite KMA is, write for your free copy of our "1945 Radio Mail Study"—or ask Lewis H. Avery, Inc.!

KMA

155 COUNTIES AROUND SHENANDOAH, IOWA

AMERICAN BROADCASTING CO. **LEWIS H. AVERY, Inc., National Representatives**

A Trellis for the Vine

KYA, years ago, recognized that there was more to newscasting than ripping off teletype reports and reading them as is over the microphone.

KYA also recognized that in news there is a vital force for the betterment of the community by careful, accurate reporting.

As an example of this aggressive policy of reporting, KYA is now broadcasting a new public service series, entitled "A Trellis for the Vine". The purpose of the program is to find foster homes for hundreds of forgotten children in the San Francisco-Bay region, a serious post-war problem uncovered by the alert staff of the KYA News Bureau. The series is being broadcast in cooperation with the welfare agencies affiliated with the Community Chest, and stories about the drive are carried in the newscasts.

The story of "A Trellis for the Vine" is another of the reasons why Northern California looks to KYA for the news—every hour, on the hour.

KYA

SAN FRANCISCO

Represented by

ADAM J. YOUNG JR., INC.

NEW YORK—CHICAGO

LOS ANGELES—SAN FRANCISCO

A REPORT TO THE NATION...
(and the Radio Industry)

Nine short months ago, Lewis H. Avery, Inc., offered to the radio industry a re-vitalized concept of Station Representation. That concept — Aggressive Activity — re-created alert, intelligent, personal service to the Station, the Agency and the Advertiser.

In nine short months, we have shown that Aggressive Activity *can* be the antidote for the "Doldrums of Passivity."

We take pride in announcing the Stations who are now endorsing, with profit to all concerned, our plans and policies. Our offices, from coast to coast, *believe in and practice* intelligent Aggressive Activity. It means lots of constructive hard work, and we love it. It's fun to be really going places.

LEWIS H. Avery INC.

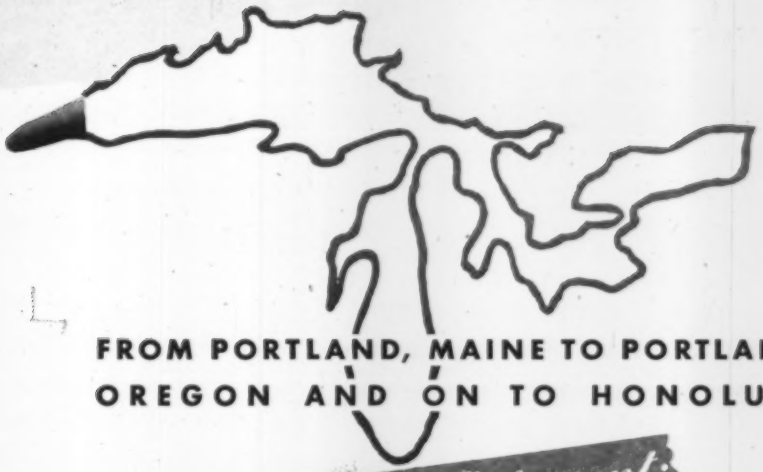
Radio Station Representatives

565 Fifth Ave.
New York 17, N. Y.
PLaza 3-2622

544 Market Street
San Francisco, Cal.
DOuglas 5873

315 W. Ninth St.
Los Angeles, Cal.
TUcker 2095

333 N. Michigan Ave.,
Chicago 1, Ill.
ANDover 4710



FROM PORTLAND, MAINE TO PORTLAND,
OREGON AND ON TO HONOLULU

These Are the Stations We Represent:

WJJD—CHICAGO, ILLINOIS
WSAI—CINCINNATI, OHIO
KDAL—DULUTH, MINNESOTA
KILO—GRAND FORKS, N. D.
WJEF—GRAND RAPIDS, MICH.
WFBC—GREENVILLE, S. C.
KHON—HONOLULU, HAWAII
WKZO—KALAMAZOO, MICHIGAN
WDGY—MINNEAPOLIS-ST. PAUL
WPOR—PORTLAND, MAINE
KOIN—PORTLAND, OREGON
WHBF—ROCK ISLAND, MOLINE, EAST MOLINE, DAVENPORT
KROY—SACRAMENTO, CALIF.
K M A—SHENANDOAH, IOWA

LEWIS H. *Avery* INC.

Radio Station Representatives

565 Fifth Ave.
New York 17, N. Y.
PLaza 3-2622

544 Market Street
San Francisco, Cal.
DOuglas 5873

315 W. Ninth St.
Los Angeles, Cal.
TUcker 2095

333 N. Michigan Ave.,
Chicago 1, Ill.
ANDover 4710

WINN

LOUISVILLE
Home of the Kentucky Derby

AMERICAN
WINN
BROADCASTING COMPANY

Represented by
BROADCAST SALES COMPANY
New York and Chicago
HOMER GRIFFITH COMPANY
Hollywood & San Francisco

HARRY McTIGUE
General Manager

Paramount

(Continued from page 36)

in the corporation by Paramount. After the books were closed to the directors, Mr. Raibourn and Mr. Hines resigned.

Though not brought out in testimony, it was understood that a clash of international British and American interests was also heavily involved in the trouble.

"The first I heard of the suit brought against us was on the radio," Mr. Raibourn said. "I have never been notified either by Scophony or by the Justice Department."

When asked by Mr. Plotkin if the Commission had been informed of Paramount's participation in Scophony, Mr. Raibourn said that Mr. Levey had written James Lawrence Fly, then FCC chairman, of the transaction, and Mr. Fly had said it was "OK." The letters are understood to be in the files of the Dept. of Justice. It was asked that they be included in the record.

Further hearings on Los Angeles applications have been postponed until testimony can be obtained from Howard Hughes, head of Hughes Tool Co., and applicant for a video station atop Mt. Wilson, and from Tom Lee, of Don Lee Broadcasting System, also an applicant. Mr. Hughes' Army commitments made his appearance impossible, Fred Albertson, counsel, explained. Mr. Lee was ill. Tentative hearing date is set for July 8 either in Los Angeles or San Francisco.

Joseph F. Kittner was Commission counsel for the Monday hearing.

Fourteen Stations Carry 'Congress on Air' Series

FOURTEEN stations now carry *Congress on the Air*, a half-hour weekly transcribed public service feature, of which Kasper-Gordon Inc., Boston, has worldwide distribution rights, according to Aaron S. Bloom, K$_2$G treasurer.

With Ernest K. Lindley, Washington bureau chief of *Newsweek* as moderator, the weekly series presents Senators and Representatives on current topics such as the British loan, continuation of OPA, extension of Selective Service, housing and other issues. Stations carrying the program include: KRIC Beaumont, Tex., KTRB Modesto, Calif., KUOA Siloam Springs, Ark., WJBK Detroit, WBRW Welch, W. Va., KBKR Baker, Ore., KWOR Worland, Wyo., WHLD Niagara Falls, N. Y., WCOL Columbus, Ohio, KIDO Boise, Idaho, WINN Louisville, WPEN Philadelphia, WINX Washington, WMCA New York.

CHET HUNTLEY, CBS Western Division director of public affairs, Hollywood, was specifically cited last week by Secretary of Commerce Henry A. Wallace, for his "special appeals" on behalf of emergency food collections. Mention came in an AP report of early results in food collections which showed $5,600 coming in direct response to Huntley's appeals over CBS western stations.

DETROIT RADIO CONTINGENT at the press-radio party aboard the Detroit and Cleveland Navigation Co.'s *S. S. Greater Detroit* were (l to r): Harold Priestly, WWJ; James G. Riddell, commercial manager of WXYZ; Edwin K. Wheeler, WWJ assistant manager; Owen F. Uridge, WJR general manager; Don DeGrott, WWJ program director.

Easing of Construction Ban Within Few Weeks Foreseen

FEDERAL control of construction will be relaxed during the summer as building materials ease and officials become convinced that the veterans housing goal will be attained. This conclusion was reached last week on the basis of facts gathered at the Civilian Production Administration.

Broadcasting projects will feel effects of this situation, though it will be necessary to convince CPA local officials that radio structures are necessary and cannot be deferred, or that serious hardship is involved, and also prove that there will be no effect on the housing program.

At present CPA regional offices are granting permits at a low rate, actually only a fraction of the May rate. The lid was clamped so tight at the end of May [BROADCASTING, June 3], in an effort to divert all possible construction into veterans housing that a danger point has been reached, according to John D. Small, CPA administrator.

Breathing Spell

For the next few weeks CPA will continue its virtual ban on building, the theory being that a breathing spell should be allowed before relaxing the rules. CPA's plan conceives a loosening of its restrictions by Aug. 1, should the housing program move along as expected and materials be available.

When that is done, CPA probably will be operating on its April-May program, when approvals of projects mounted to over $200,000,000 a week. Broadcasters have been able to get relatively few CPA permits for projects over $1,000 during the June ban. Lifting of the temporary ban will mean that they have a fighting chance to get permits from local CPA officials as against the extreme difficulty of obtaining approval under present rules.

CPA is definitely optimistic about building materials. Lumber, nails and other items are becoming less critical as production increases. Steel and copper, important to broadcasters, continue short.

Officials at CPA are not overly concerned about the plight of broadcasters at a period when new station grants are coming out at an unprecedented rate. They point out that towers along with installations for transmitting equipment, for example, can be built without CPA approval. They figure that station owners anxious to get on the air can erect makeshift housing for transmitters. They advised against a blanket exemption from the building ban for the broadcasting industry last May [BROADCASTING, May 13] on the ground that it would bring a flood of similar appeals from other industries.

Local Level

Since building shortages vary in different regions CPA has placed level, with appeals to Washington permitted. Those desperate to go ahead with building projects can study local shortages and in many cases devise structures that will not use critical materials to a large extent. In such case they have a good chance to convince local CPA offices that a permit will not interfere with the housing program.

Administrator Small noted that the housing goal will be attained, judging by present indications. But the June ban was so tight that it threatened to backfire by throwing people out of work, the building industry being one of the important sources of jobs.

KABC Merit Award

CERTIFICATE of merit and prize of $25 were awarded KABC San Antonio, Tex., in recognition of outstanding promotion and publicity of a sponsor's product during nationwide campaign by Schutter Candy Co., St. Louis, instead of KABA as reported in BROADCASTING, June 24.

GILLETTE GIVES ABC THE SHARPEST HOOPER EVER HONED....

67.2

ABC's broadcast of the Louis-Conn fight, sponsored by the Gillette Safety Razor Company, drew the highest Hooperating of any program on any single network in radio history!

According to the figures, 71.6% of the nation's radio sets were in use at the time of the fight—*and ABC's share of the listening audience was 93.8%!*

That means, figured very conservatively, 45,000,000 people listened to the broadcast over their ABC stations.

Proof again that it's *programs* that draw the crowds . . . *programs* that build audiences . . . *programs* that make a listener out of a radio owner. Proof again that on ABC, with a good program, your available audience is perched on listening stools in millions of radio homes, and if you whistle the right tune they'll come a-running.

They're there; you can reach them; you can count them. You can *sell* them.

ABC

American Broadcasting Company

A NETWORK OF 207 RADIO STATIONS SERVING AMERICA

Fulton Lewis, jr.

sells drugs

in

MUSCLE SHOALS,

real estate in Tucson, freight service in Waco, and hundreds of diversified products for more than 180 other national and local advertisers. He *sells* because his large, select audience keeps its ear to the loudspeaker when Fulton Lewis, jr. talks. His listeners are mature men and women who know what they want, and who buy when they want it.

AND HE'LL SELL YOUR PRODUCT, TOO!

Effective local tie-ins are accomplished by insertion of local advertisers' commercials. Fulton Lewis, jr., is still available for local sponsorship in a few choice markets. Wire, phone or write us at once for complete information.

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
CO-OP
1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

Rash Made Democratic Radio Director; Ingle Is Named Earlier to G.O.P. Post

BOTH MAJOR political parties last week indicating heavy reliance on radio in the forthcoming campaigns named radio directors.

Bryson Rash, director of special features for WMAL-ABC Washington, a veteran radio man, has been named radio director of the Democratic National Committee, Chairman Robert E. Hannegan was to formally announce Sunday. A week earlier Chairman Carroll Reece of the Republican National Committee announced appointment of Edward T. Ingle, former chief of information, War Manpower Commission, as radio director in the publicity division. Both men take office July 8.

Succeeds Reinsch

The Democratic National Committee has been without a radio director since J. Leonard Reinsch, managing director of the Cox stations, WIOD WSB WHIO, resigned after the 1944 campaign. The GOP radio directorship has been vacant since John McCormick resigned in April to return to NBC Chicago.

A native of Los Angeles, 32-year-old Mr. Rash was graduated in 1941 from the Washington, D. C., College of Law. He entered radio at KWK St. Louis in 1934, while attending school and later joined KMOX.

In early 1936 he went to WLW Cincinnati as announcer and later that year joined WJSV Washington, now WTOP. After a year with the Federal Housing Administration as writer-producer of radio shows he joined NBC Washington.

He remained with that network, serving for a time as presidential announcer. When the Red and Blue networks were separated, Mr. Rash went with the Blue, where he also was presidential announcer. Later when it became ABC he was named director of special features for Washington, serving in similar capacity for WMAL. For the past 18 months he has written a radio column for the *Washington Star*, owner of WMAL.

MR. RASH

Mr. Ingle was with NBC New York press department from 1931-34. A graduate of the U. of Michigan, he served for several years on the faculties of the U. of Wisconsin, Ohio Wesleyan and the U. of Florida. He is a native of Ohio.

In 1942 Mr. Ingle joined the Treasury War Bond promotion staff, later went overseas with the Red Cross, serving in Britain, France and Germany, and in 1944 he was recalled to the Government as director of information for the War Manpower Commission. He formerly worked on newspapers.

MR. INGLE

PORTION OF JOSKE REPORT REVIEWED

FIRST portion of the report covering results of the one-year clinical test of radio by Joskes of Texas, San Antonio department store, was reviewed Friday at a meeting of the Joskes Advisory Committee of the NAB, held at BMB Hdqrs., New York. The committee plans to make the report public by sections, with preparation of the complete document likely to require several more months.

Frank E. Pellegrin, NAB director of broadcast advertising, and Lee Hart, assistant director, have been consulting with Joskes officials on the report. They attended the New York meeting. Others present were Russell Brown, vice president in charge of sales promotion and advertising, Allied Purchasing Corp.; Howard Abrahams, manager of sales promotion division, National Retail Dry Goods Assn.; Willard Campbell, sales promotion director, Sibley, Lindsay & Curr Co., Rochester; Lewis H. Avery, Lewis H. Avery Inc.; Walter Johnson, WTIC Hartford; James Shand, assistant to the president, Joskes of Texas; Mr. Pellegrin; Miss Hart.

An award shared with our advertisers

FIRST AWARD
BILLBOARD RADIO
PROMOTION EXHIBIT
SINGLE CAMPAIGN
NON-NETWORK

In this book WHN, competing with 140 stations under the expert eyes of nearly 200 agency-advertiser judges, told how a top-powered station supports its top-drawer advertisers with top-powered audience promotion. If you missed the Billboard exhibit, ask a WHN representative for a personal perusal of this prize-winning entry.

WHN NEW YORK 50,000 WATTS · 1050 KC.
Represented by RAMBEAU

Willis, GMA Head, Assails 'Restrictive' Price Controls

THE GROCERY INDUSTRY, one of the nation's biggest advertisers, with an income now of 20 billion dollars, compared to a pre-war income of only 10 billion, is being held back from doing a more complete job by restrictive government legislation, according to Paul S. Willis, president of the Grocery Manufacturers Assn.

Speaking before members of the association at its first postwar "out-of-doors" meeting at Shawnee-on-Delaware, Pa., Mr. Willis said that immediately after the shooting war was over, grocery men had planned a great reconversion program in 1946 to spend $600 million in the effort. Instead, Mr. Willis complained, the government with its effort to control prices and other restrictive legislation had forced grocery men to sit on their postwar plans.

Cites Bright Side

Speaking about the government's famine relief program, Mr. Willis said that grocery men had cooperated in full, particularly with regard to advertising donated to enlist the support of the American people.

Mr. Willis did not despair for the long range future of American grocers, however. He said, for one thing, the grocery industry of this country has reached an all-time high in the tonnage of food sold. It is now a $20 billion business, compared with $10 billion in 1939. Admitting that part of the increase has come from today's spiraling prices, he expressed the belief that the growth came primarily from the increased tonnage.

On the bright side of things to come, Mr. Willis pointed to the savings of the American people, estimated at 145 billions. In holding that "20 billion dollar" line he emphasized that it would be necessary for the grocery industry to go out and make its bid for a place in the competition for this market.

Discussion regarding U. S. food shortages with the basic ingredient wheat, pointed out that it would be between 30 and 60 days before the new crop began to make itself felt on the domestic market.

William L. Filer

WILLIAM L. FILER, 58, a switching development engineer of Bell Telephone Labs., New York, died June 24 in New York after a brief illness. Entering the employ of Western Electric Co., in 1906, Mr. Filer was transferred to the company's engineering department which later became the Bell Labs. At his death he was in charge of circuit development for private branch exchanges and local central offices of both the manual and dial types.

Cross-Talk

A PRIVATE 'phone conversation—known as "cross-talk" in communication circles—provided an unusual, if not unexpected, novelty to the *Ford Sunday Evening Hour* over ABC last week. The voices first were heard as the orchestra completed a number and continued on as an address was being given by Benson Ford. The "chat," between two women—at one point, one of the women asked the other, "Where is Myrtle?"—was localized over WJZ New York, said ABC, and not heard over the entire network.

NBC Citations

IN RECOGNITION of their contributions to Norway's fight for freedom, the Norwegian Government last week awarded the King Haakon Liberation Medal to Margaret Cuthbert, NBC director of women's activities; Mary Margaret McBride, NBC woman commentator, and her manager, Stella Karn, and Lowell Thomas, NBC commentator. A gold plaque was also given to the network, itself, for its shortwave broadcasts to occupied Norway during the war.

Cowles Selects Building As Future KRNT Home

RADIO and community center will be provided for Des Moines and Iowa by KRNT as the result of purchase by Cowles Broadcasting Co. of the Shrine Temple in Des Moines at a cost of $150,000. Interior and exterior will be redecorated, acoustics improved and part of the building remodeled for radio purposes when materials are available.

KRNT and a new FM station will be housed in the eastern portion of the building. KRNT now occupies two floors of the Register & Tribune Bldg. Main auditorium seats 4,400. The building was built in 1927 at a cost of more than a million dollars, the Shrine moving out in 1935.

Adds Transmitters

RADIO MOZAMBIQUE, Africa's only commercial station located in Lourenco Marques, has added two transmitters which will enable the station to have transmissions directed to the Union of South Africa. Station already employs five transmitters beamed at the Union. Additional transmitters will operate independently from those located in the Colony of Mozambique. Radio Mozambique is represented exclusively by the Pan American Broadcasting Co., New York.

NAB Is Told Religious Broadcasters Will Seek Law Against 'Discrimination'

ON THE GROUND that radio station executives are showing a growing tendency to restrict or prohibit broadcasts of "evangelical Christian programs," National Religious Broadcasters threatens to seek legislation to "make a change in the present discriminatory policies mandatory." The threat was made to the NAB in a letter sent to President Justin Miller by Clinton H. Churchill, Buffalo, NRB president.

NAB had no comment on the letter, which President Miller had not received since he was en route last week from the Northwest to Chicago.

NRB contends that stations tend to favor churches and groups under the aegis of the Federal Council of Churches of Christ in America, which it claims represents a minority of Protestant Christians. The letter to Mr. Miller explains that NRB's recent convention in Minneapolis adopted a resolution calling for fair treatment by broadcasters, including the right to purchase time.

As an affiliate of National Association of Evangelicals, NRB believes "the day has come to urgently request, and we do so request, that the radio industry take immediate steps to grant equal rights and privileges to the great Bible-believing constituency of American Protestantism and furthermore to make available without discrimination a reasonable amount of time for purchase by accredited broadcasters of religion on the same basis as afforded other interests."

NRB was organized April 12, 1944, at Columbus, O., by some 150 gospel broadcasters, naming Louis G. Caldwell, Washington, as counsel. It claims wide representation.

A copy of the letter to Mr. Miller and the resolution were sent to FCC members as well as network and stations.

WHBC
CANTON, OHIO

GOING TO 5000 WATTS

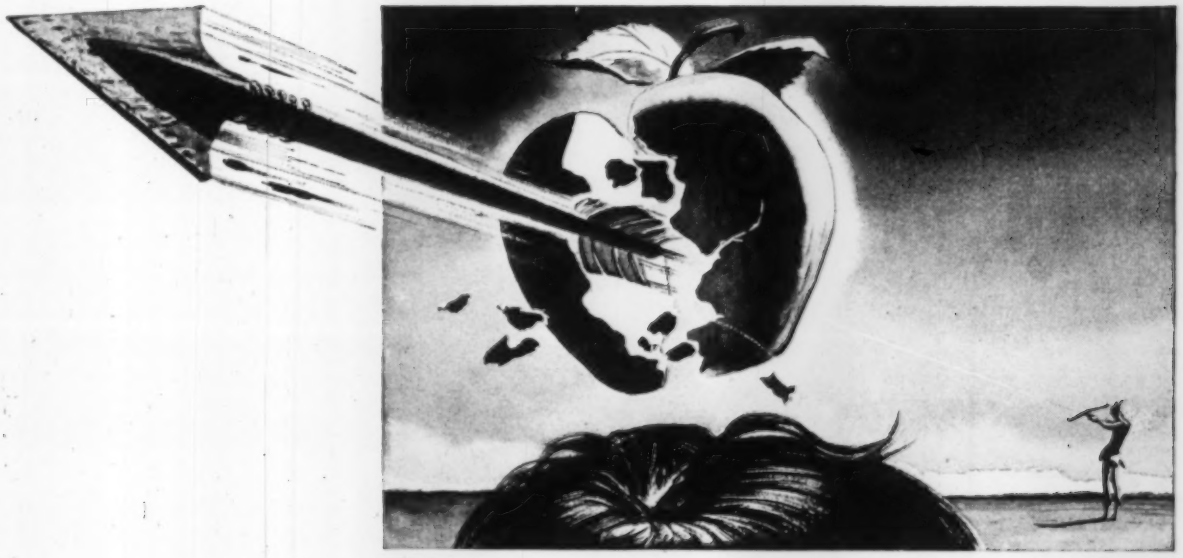
SOON!

BASIC STATION MUTUAL NETWORK • 1480 on the DIAL
REPRESENTED BY SMITH-BURN COMPANY, INCORPORATED

PHILADELPHIA'S NO. 1 Independent

10,000 Watts WIBG

REPRESENTED: Nationally by Adam J. Young, Inc.
In New York by Joseph Lang, 31 W. 47th Street



CONTROL!

Only MOTION PICTURES give you Control —Showmanship Control vital on TELEVISION programs

Only Film can guarantee: perfect lighting — absolute focus — flawless dialogue.

Only Film can make possible: repeat performances of uniform quality — identical selling messages — selective marketing.

Only Film eliminates: costly rehearsals — telephone line charges—time zone differentials.

Now available for sponsorship . . . Two exclusive Telereel* Series. In 13, 26 or 52 week installments.

Write for details and arrange for private screening.

Send for booklet:
"Film—The Backbone of Television Programming."

TELEVISION RKO CORPORATION

In Television . . .
Film removes the question mark!

RKO TELEVISION CORPORATION

Dept. BG, 1270 Avenue of The Americas, New York 20, N. Y.

A Radio-Keith-Orpheum Corporation Subsidiary

* Copyright U. S. Pat. Off.

How Ya' Go
'em Down On

MR. T. J. KANGAS

Associate Professor of Agricultural Extention Information of the University of Maryland, conducts two regular fifteen-minute periods weekly.

JOHN A. ZUFALL
(Happy Johnny)

Farm Program Manager of WBAL, knows and is known to most farmers in this area. During his eight years on WBAL, he has made personal appearances before several hundred thousand each year.

HERBERT L. ALKIRE

Meteorologist, in charge of the Baltimore office of the U. S. Weather Bureau, Municipal airport. Alkaire presents the latest weather information over WBAL each morning.

ORGANIZATIONS CO-OPERATING WITH WBAL's FARM SERVICE

U. S. Dept. of Agriculture and its related agencies and departments.

Extension services of:
University of Maryland
University of West Virginia
University of Delaware
University of Virginia
Rutgers University
Penn State College

Other organizations

Md. State Horticultural Organization Society
Maryland Cooperative Milk Producers
Maryland State Bee Keepers Association
Maryland State Vegetable Grower's Association
Maryland Tobacco Grower's Association
Maryland Stockmen's Association
Maryland State Poultry Council
Maryland Horse Breeders Association
Southern State's Hillsboro-
Queen Anne's Marketing Cooperative
The American Foundation of Animal Health
Nursery Men's Association
Poultry and Egg National Board
American Veterinary Association
Maryland 4-H Clubs
Maryland State Grange
Maryland Farm Security Organization
Howard County Grange
Associated Women of the Md. Farm Bureau
Eastern Shore Farm and Home Laborsaving Show Organization

WBAL serves farmers in Maryland, and parts of Virginia and West Virgi the wealthiest agricultural counties i

WBAL, with its powerful 50,000 wa ers. And knows these farmers, too. preferences . . . the kind of programs early morning and noon Farm Service ers day as feeding his chickens. "Happy

Latest reports and surveys show that the postw this farm group will run into hundreds of mil building, live stock, household equipment and

If you have a message for this farm group, medium. It is the basic advertising medium t

USE WBAL—*reach one of the wealthie areas in America.*

Nationally Represented by EDWARD PETRY

onna Reach
n The Farm?

and, Delaware, Southern Pennsylvania, Virginia. This area contains some of ties in the United States.

00 watt voice is known to these farm- too. Knows their problems and their grams they want and like. WBAL's ervice is as much a part of this farm- Happy Johnny" is like one of the family.

e postwar purchase and improvement plans of of millions of dollars . . . in farm equipment, ent and general improvements.

group, powerful 50,000 watt WBAL is your edium to reach farmers in this important area.

ealthiest farm

PETRY & CO.

WBAL
NBC NETWORK
50,000 WATTS
BALTIMORE
1
ONE OF AMERICA'S GREAT RADIO STATIONS

WBAL FARM PROGRAMS INCLUDE

"MORNING ON THE FARM"
Daily, 5:45 to 6:30 a.m.
with T. J. Kangas of the University of Maryland, Galen Fromme and guests. Weather reports, farm briefs, news reports, market reports, bulletin board and music.

WEATHER REPORTS
Daily, 7:10 a.m.
Direct from the U. S. Weather Bureau at Municipal Airport.

"DINNER BELL"
Daily, 12:15 p.m.
With Jane Bastow, Food Economist of the University of Maryland (Each Thursday). Salute to Maryland counties (Each Tuesday). Daily farm briefs, market reports and music by Happy Johnny and his gang.

OTHER FEATURES:

MAN ON THE FARM — *Saturday, 12:15 p.m.* Presenting farm authorities and agricultural information.

HAPPY JOHNNY AND HIS GANG—*Saturday, 12:45 p.m.* Folk and popular music and humor.

NATIONAL BARN DANCE —*Saturday, 8 p.m.*

JUDY CANOVA—*Saturday, 9:00 p.m.*

GRAND OL' OPRY— *Saturday, 9:30 p.m.*

MISS JANE BASTOW

Food Economist, Univ. of Maryland, presents a consumer report of the week with suggestions to farm homemakers on present day food problems.

LOUIS C. UHL, JR.

Local representative of the Production, Marketing Administration of the U. S. Dept. of Agriculture. Prepares and presents latest livestock market quotations direct from the Union Stockyards in Baltimore. Appears on the "Dinner Bell" program, Monday thru Friday.

JOHN J. DICKMAN

Special Service Director of WBAL, works closely with the agriculturalists of Maryland and surrounding states to co-ordinate the many phases of farm information.

Editorial

Spot *Can* Be Measured

THE PETRY study of the impact of spot announcements on the consciousness of the St. Louis public, covered in this issue, marks a major step in the development of constructive research and promotional material for spot broadcasting as an advertising medium. The company's files are already bulging with letters of commendation from advertisers and agencies who have seen the results of the survey.

But these letters make another point presumably not intended by their writers. Almost without exception they refer to the study as a "first" in spot broadcasting history. As one agency executive put it: "Looking back at the past, it would seem that the radio industry itself has always been behind on research matters and has tended to leave proof of performance to the sponsors and advertising agencies."

The truth of this is undeniable. Newspapers and magazines have cooperatively maintained bureaus to conduct research investigations and prepare promotion presenting the advantages of their media on an overall basis. The American Assn. of Newspaper Representatives has compiled campaigns that have resulted in increased business for all its members. But in radio industry promotions have dealt mainly with network data because industry-wide figures were not obtainable for spot.

That despite this handicap spot broadcasting has achieved so much success is a tribute both to the inherent value of the medium for its users and to the energetic and intelligent salesmanship of the station representatives on behalf of their individual station clients. How much spot sales would have increased with the backing of overall medium research and promotion no one can tell, but there is no doubt that there would have been an increase —and a sizable one.

Data provided by the Petry study is particularly timely now with the introduction of new competitive elements, such as: the addition of many stations; the development of FM and television; the loss of fringe revenue which was easy-get business during recent years.

In providing such basic data on the effectiveness of spot radio, Edward Petry & Co. has rendered meritorious service not only to every station representative in the country but to all radio.

ALL THOSE who recall dips and recessions in radio advertising long ago learned the value of both local and national spot in the balanced station operating structure. The recent study of comparative media costs compiled earlier this year by Free & Peters [BROADCASTING, *April 9*] *broke new ground. The NAB's Retail Promotion Plan was another weighty contribution. These events represent trends which might well be copied and expanded by all segments of radio for the common good of the medium.*

FCC At War—With FCC

RADIO IS swinging into the second phase of its development with the post-war advent of FM and television. The confusion that followed in the wake of V-J Day, under the crush of literally hundreds of applications for all modes of service is clearing gradually. But the picture and the prospects aren't entirely pleasing either to the veterans of AM or the newcomers.

The major source of disturbance is the FCC's philosophy of regulation. The Commission is at war with itself. On the one hand, it is fostering "free competition" by licensing new AM stations almost indiscriminately, even in bunches in markets which in normal times can't possibly sustain a single station. On the other hand, it is holding FM in check, to the extent of reserving "every fifth channel" for prospective applicants who evidently haven't the foresight, courage or wherewithal to enter the field now and take the gamble.

FM was heralded as the medium that would make possible free competition, so that all qualified comers could be accommodated. Instead, there is an artificial limitation of 11 assignments in the major market areas. Where there is limitation there must be regulation. That obviously is the motivating factor in introduction of the "scarcity" element in FM.

Latest to take up the battle against limitation is Wayne Coy, vice president and general manager of WINX Washington, owned by the *Washington Post*. He is a comparative newcomer in radio, but no neophyte in the ways of Washington officialdom. Mr. Coy is a former assistant to President Roosevelt. He is a New Dealer and rates high in party councils.

Mr. Coy believes that the FCC should not reserve every fifth channel for FM, because he thinks this operates against the body's avowed philosophy: to provide broader facilities for more outlets. He presented his views last week to the FM Committee of the NAB and they were adopted. Consequently, the NAB will be asked by its FM membership to make such an appeal to the Commission. Mr. Coy's previous recommendation had included the suggestion that Television Channel #6 be made available for FM. This proposal was rejected by the Committee, however. Where there is scarcity, he contends, there will develop more government regulation and a tendency forward monopoly.

Nevertheless, Mr. Coy's observations regarding the factors which cause regulation warrant study and consideration. The FCC intent seems to be to regulate FM even more stringently than AM, presumably on the theory that AM's Topsy-like and unguarded growth should not be repeated. There is serious legal question whether the FCC can reserve facilities for little or big men who aren't there. Whether the FCC can regulate the programs and economics of radio as it seeks to do under the Blue Book is a question that sooner or later must be litigated or reappraised by Congress.

As it stands now the FCC is espousing "free competition" in AM, where many little fellows certainly are going to lose their shirts. At the same time it is fostering closely supervised upbringing of FM, where the same fate can befall those who regard radio as a "Get Rich Quick Wallingford" scheme rather than a business risk that requires capital, skill, perseverance and an appreciation of the sanctity of freedom of speech.

Our Respects To —

COMMDR. JOSEPH LEONARD MILLER

LABOR agonies of broadcasters are an old story to Joe Miller, who has his digits in all of the nation's employe-employer relation squabbles in his role as assistant to John R. Steelman, special assistant to President Truman. Most labor controversies eventually get to the White House—and to Joe.

Curiously, he is the second broadcaster to hold the important White House position of assistant to the President's special assistant. Walter J. Brown, vice president and general manager of WSPA Spartanburg, S. C., filled the role when Secretary of State Byrnes was assistant to Presidents Roosevelt and Truman.

Though his approach necessarily is from the professional viewpoint, Joe will tell you, when he steps out of protocol for a moment, that radio's labor relations problems are more intriguing, fascinating and challenging than those of any other industry. He ought to know, because he spent five laborious years at NAB counseling and negotiating and sweating over the irksome issues that Petrillo et al can raise.

Commdr. Miller is one of the fortunate professional men whose specialized talents were utilized by the armed forces, and still are, for that matter. Joe's office address for some time has been 1600 Pennsylvania Ave., NW, Washington.

Most broadcasters are familiar with his climb up the naval ladder since the gloomy Dec. 23, 1943 when Gen. Hershey interrupted Christmas plans by inviting him to bring along his I-A card and become an apprentice seaman. Three weeks later he was Lt. (jg) Joseph L. Miller, attached to the Labor Relations Division of the Secretary of the Navy; full lieutenancy came June 1945; lieutenant commander, the following October; full commander February of this year.

Joe got an early baptism in labor relations, spending his younger days in Uniontown, Pa., at that time heart of the soft coal and coke industries. He was born there July 21, 1907, attended public schools, acquired the crew hair cut he still prefers, then went to Haverford College, where he received an A.B. in 1930. At Haverford he spent a holiday at the home of his Bostonian roommate whose girl friend, Elinor Lord, left an indelible impression on him—so indelible that he married her on Derby Day, 1936. The exact date doesn't matter—at least it doesn't to the Millers—because the first Saturday in May is their anniversary day. They've never managed to spend the day at the Derby but Mrs. Miller had a bet on Assault last May 4.

After leaving college Joe got a job as night

(*Continued on page 50*)

WQXR'S PROGRAM GUIDE IS BOUGHT BY 33,365 FAMILIES EACH MONTH

Although WQXR's program listings are carried daily by New York newspapers, thousands of families pay 10¢ a month (or $1.00 a year) for WQXR's convenient booklet to keep by their radios. Paid circulation of the WQXR monthly program guide is one demonstration of the singular devotion WQXR listeners have for "their station." Subscriptions for May 1946 showed a 40% increase over May 1945. Since surveys show that there are more than 25 WQXR listener-homes for every program subscriber in the metropolitan area alone, this is an excellent indication of the steady growth of the WQXR listening audience.

Send for your copy of the 1946 WQXR Program Booklet Circulation Report

WQXR

The Radio Station of The New York Times

Respects

(*Continued from page 48*)

editor of the Associated Press at Harrisburg, Pa. The next year, 1932, he was transferred to the AP Washington Bureau and was named labor editor. He covered NAB from birth to demise, along with the Wagner Act and the Wage and Hour Law, right through Congress and into the Supreme Court.

In covering all major labor conventions he developed close relationship with all labor leaders, who respected his fair reporting of their strikes, meetings and other activities. He covered all governmental agencies dealing with labor.

That background made him a natural when in 1938 the NAB was in the throes of labor disputes and reorganizations. Between the Baldwin and Neville Miller regimes he was hired by Phil Loucks and Mark Ethridge to be labor relations director, the association having just emerged somewhat scarred from Petrillo Battle No. 1. Joe found himself saddled with AFM agreements calling for national musician-hiring formulas, later dropped when the Dept. of Justice directed anti-trust frowned at the pacts. Next came the bitter recording fight of 1943, which ended after a long battle in accession to the disc fee formula.

At NAB he put labor relations activities on an organized basis; gathered and disseminated labor information to members; helped members with their individual labor problems and negotiations; mediated in disputes. Meantime he had served as special consultant to the Secretary of War on labor problems; served on the Employers' Group, National War Labor Board, representing employers on committees handling new cases, appeals, review, and post-directive problems. He was liaison officer with NLRB 1943-45, and labor relations adviser to Vice-Adm. Ben Morrell in connection with 1945 oil refinery seizures.

Joe attends the Episcopal church and is a member of the National Press Club. He has two children, a boy 9 and girl 6. Hobbies are navigation (he has octant, sextant and other gadgets), gardening and chatting with broadcasters. Oh yes, and horses—riding and watching.

WIL-FM on Air

FIRST FM station on the air in St. Louis area was WIL-FM, owned by the Missouri Broadcasting Co., when it broadcast the St. Louis Browns night baseball game June 20. Station is equipped with model 642 three element turnstile antenna and a 1 kw transmitter built by Radio Engineering Laboratories, New York.

24 YEARS OF SERVICE

24 Years of DRAMATIC PROGRAMS Featuring The WGY Players — One of the Oldest Dramatic Groups in Radio....

. . . WGY originated the first dramatic program on the air, back in 1922. Through the years the WGY Players have regularly appeared on a weekly presentation with a wide variety of talent. In 1943 WGY introduced the first series of programs with facts taken from the files of the Federal Bureau of Investigation . . . "The F.B.I. In Action" featuring the WGY Players.

50,000 WATTS **WGY** SCHENECTADY, N.Y.

GENERAL ELECTRIC

WGY-285

MANAGEMENT

ELMER H. WENE, former Congressman and president of WTTM Trenton and WSNJ Bridgeton, N. J., is candidate for State Senate from Cumberland County, N. J. At present he is executive advisor to Secretary of Agriculture Clinton Anderson. Mr. Wene had been U. S. Representative for three years and two years ago had been defeated for the U. S. Senate.

FRANK STANTON, president of CBS July 1 was to be presented with an honorary Doctor of Laws degree by Ohio Wesleyan U., Delaware, Ohio. Mr. Stanton was given a similar degree by Birmingham Southern U., Birmingham, Ala., three weeks ago.

JAMES D. SHOUSE, vice president of the Crosley Corp., in charge of broadcasting (WLW Cincinnati), June 28 was general chairman and toastmaster at a city-wide luncheon to kick off the celebration for the June 30 launching of the silver jubilee season of the Cincinnati Summer Opera. He was chosen by a combined committee composed of representatives of all civic groups in Cincinnati.

BRIG. GEN. DAVID SARNOFF, president of RCA, June 20 became interim president of the Army Signal Corps. Assn., an organization to further industrial preparedness. Maj. Gen. Harry C. Ingles, Chief Signal Officer, is honorary president.

BILL REA, owner and manager of CKNW New Westminster, B. C., has been appointed Canadian representative for M. M. Cole Transcription Co., Chicago.

ALFRED G. HILL, president of Delaware Broadcasting Co., licensee of WILM Wilmington, Del., has been presented a distinguished service award by the U. of Kansas Alumni Assn.

ED MURROW, CBS vice president, is due in Hollywood July 1 to confer with **DONALD W. THORNBURGH**, Western Division vice president.

PAUL PHILLIPS has been named night manager of WCAU Philadelphia.

J. ELROY McCAW, owner of KELA Centralia, Wash., and partner in the new KPOA, Honolulu, and Mrs. McCaw became the parents of their first child, an 8 lb. 4 oz. son, at Garfield Hospital, Washington, last Wednesday.

COMMERCIAL

TED BAILLIE, separated from Army as Infantry lieutenant, has returned to KMPC Hollywood as account executive.

G. JOSEPH PORTER, former account executive at WOV New York, has joined the WJZ New York sales staff as account executive replacing **KEN FARNSWORTH**, who has been appointed television sales manager for ABC. Before his association with WOV, Mr. Porter was account executive at WOR New York and for several years previously was retail space salesman for the New York Daily News.

JACK W. ROTH, sales manager of KFRU Columbia, Mo., before entering the Navy, has been added to the sales staff of KXOK St. Louis. During service he was executive officer on USS Luke, saw combat duty in the North Atlantic and Mediterranean.

ALLAN W. KERR of the sales staff of WABC New York, is the father of a boy born June 25.

MAURICE B. MITCHELL, sales manager of WTOP Washington, June 25 delivered commencement address for the Washington School of Secretaries.

BOB FICK is new member of the sales staff of WEAU Eau Claire, Wis.

JOE DI NATALE, commercial manager of KODY North Platte, Neb., and head of the local Junior Chamber of Commerce, has directed that civic group's census taking which shows the city to have 25% more population than official records indicate.

WILLIAM B. LINDSEY, discharged from AAF, has joined KFAC Los Angeles, as account executive.

CARL L. BAKER, formerly with WIRE Indianapolis and released from the Army, has joined the sales staff of the Chicago office of William G. Rambeau Co.

Wine Spots

E. AND J. GALLO WINERY, Modesto, Calif., June 26 started three month national spot campaign using approximately 600 announcements weekly on 60 stations in 32 cities. Campaign may be extended beyond three months. Agency is John Freiburg Co., Los Angeles.

Kay Daumit Sponsors

KAY DAUMIT Inc. (Lustre Creme shampoo) has signed a 52 weeks contract for sponsorship of the first quarter-hour of *Breakfast Club*, 9-10 a. m. on ABC, Monday through Friday, effective Sept. 2, 1946. Agency is Hill, Blackett & Co., Chicago. The program is also sponsored by Swift & Co., Chicago, through J. Walter Thompson Co. (four days a week) and McCann-Erickson (on Thursdays) from 9:15 to 9:45 a. m., and by Philco Products Inc. through Hutchins Adv. Co., Philadelphia, from 9:45 to 10 a. m. *Breakfast Club* effective Sept. 2 will thus be sponsored during its full hour.

Upcoming

July 1: Resumption of Clear Channel Hearings, FCC Hqtrs, Washington, D. C.
July 1-2: NAB Program Executive Committee, Drake Hotel, Chicago.
July 9: FCC Hearings on ABC proposed stock issue; acquisition of King-Trendle Broadcasting System, et al), FCC Hqtrs. Washington, D. C.
July 12: NAB Public Relations Executive Committee, Washington.
July 12-13: Creighton U. Radio Education Institute, Omaha.
July 15-16: NAB Music Advisory Committee, Waldorf-Astoria, New York.
July 15-19: Music Merchants Show, Palmer House, Chicago.
July 16: RMA Subcommittee Meeting on tentative plans for National Radio Week in 1946, Chicago.
July 17-18: Freedom of Radio Committee, Waldorf-Astoria, New York.
July 25: Opening of six-week course of NBC-Northwestern U. Summer Radio Institute.
Aug. 5-6: Western Assn. of Broadcasters (Canadian) Annual Convention, Harrison Hot Springs, B. C.
Aug. 6-8: NAB Board of Directors, Hotel Stanley, Estes Park, Col.
Sept. 9-10: NAB Small Market Stations Executive Committee, Washington.

The Largest TRANSCRIPTION LIBRARY OF AMERICAN FOLK MUSIC

M. M. COLE CO.
823 S. WABASH AVE.
CHICAGO 5, ILL.

The NEW WE-DO

The Strongest Independent in the Pittsburgh Market!

1000 WATTS ... at 810 on your dial

news..

music..

features..

BOX 810 McKEESPORT, PA.

Joseph McGillvra, Inc., *Representatives* Ed. Hirshberg, *President* Jan King, *Gen. Mgr.*

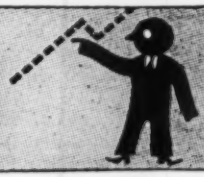
KGHL
BILLINGS, MONTANA
5000 WATTS
790 KC
NBC
Represented by
THE KATZ AGENCY, Inc.

2 NAMES THAT RING BELLS
in San Francisco!
Any loyal San Franciscan will tell you that Blum's is America's finest confectioner; Podesta and Baldocchi America's finest florist. Both program exclusively on . . .
UNIVERSAL'S KEY STATION FOR NORTHERN CALIFORNIA
KSFO
Represented by
UNIVERSAL RADIO SALES

ALL NORTHERN VERMONT
CHAMPLAIN VALLEY
BURLINGTON HAS THE ONLY
CBS
STATION IN VERMONT
WCAX
1000 WATTS • FULL TIME

IN TOUCH WITH TOMORROW
. . . . IN TUNE WITH TODAY
KGW
PORTLAND, OREGON
REPRESENTED BY EDWARD PETRY & CO.
NBC

AGENCIES



PETER F. SIMMONS, former commercial manager of KGU Honolulu, has been appointed director of radio of Holst & Cummings, Honolulu, Kudner Agency affiliate in Hawaii. JIM WAHL, former news editor and NBC correspondent, has been named head of radio production. ELEANOR PIETSCHMAN, formerly in KGU traffic department, joins agency as radio department secretary.

KARL PITTELKOW, former account executive with Campbell-Ewald, Detroit, has joined the creative staff of Fuller & Smith & Ross, New York, as account executive.

JOSEPH SILL Jr., released from Army Field Artillery as lieutenant-colonel, and during war director of information and education for U. S. armed forces in India-Burma Theatre, has joined Davis & Beaven Adv., Los Angeles, as director of copy and radio. Prior to war he was with Botsford, Constantine & Gardner, Los Angeles.

BILL BURCH, director of Ralph Edwards Productions on weekly NBC "Truth Or Consequences", has resigned to join Ruthrauff & Ryan, Hollywood, as producer of CBS "Gene Autry Show."

LOUISE C. GRACE, director of research and media for Grant Adv., Detroit, has been elected president of Zonta International.

JAMES B. HILL, for 11 years writer and producer with Chicago, Minneapolis and Cincinnati agencies, has been added to staff of Brooke, Smith, French & Dorrance, Detroit. Before joining agency he was with radio staff of Kroger Grocery and Baking Co., Cincinnati.

FEDERAL ADV., New York, has moved headquarters from 444 to 385 Madison Ave., New York.

ELEANOR VIDOVICH, formerly of Bebel, Waldie & Briggs Adv., Chicago, has joined M. M. Young Adv., Los Angeles, as executive secretary. BARBARA D'COSTA has joined same agency in charge of sales service.

ROBERT S. LEHMANN, released from the Navy as lieutenant, has joined Stodel Adv., Los Angeles, as account executive and director of market research and product development.

JACK LEWI, former copywriter of J. M. Mathes Inc. and prior to that for four years in radio-copy division of Geyer, Cornell & Newell, New York, has joined copy staff of Paul E. Newman Co., Los Angeles.

CHARLES BOWEN has joined Lockwood Shackelford Adv., Los Angeles, as account executive.

ALAN CAMERSON, for six months production manager of Atherton & Gresham Adv., Hollywood, has resigned to freelance as writer-producer.

R. E. (Joe) MESSER, for more than 12 years general manager and time-space buyer of Raymond R. Morgan Co., Hollywood, has joined Glasser-Gailey & Co., Los Angeles, in former capacity.

HARRY J. WENDLAND Adv., Los Angeles has moved to larger offices at 2504 W. Seventh St. Telephone is Fairfax 2381.

RALPH P. CAMPBELL, at one time account executive at J. Walter Thompson Co., New York, has joined National Advertising Service, New York, as sales manager.

LESTER KRUGMAN and SIDNEY W. ROSEN, both released from the armed forces, have formed an advertising agency and art service, Lessid Adv. at 264 W. 23 St. New York.

PAUL PODGUS, former copywriter at McCann-Erickson, New York, has joined Weiss & Geller, New York, in similar capacity.

DANIEL F. McNAMARA, reporter for the Wall Street Journal, New York, has joined the news department of Albert Frank-Guenther Law, New York.

RUTH BRANIGAN, formerly with the research bureau of retail training, U. of Pittsburgh, where she served as associate professor of advertising, Aug. 1 joins Alfred J. Silberstein, Bert Goldsmith Inc., New York, as account executive.

HANNAH Adv., San Francisco, has taken over the entire sixth floor of the Lathrop Bldg. at Post and Stockton, under a long-term lease.

JAMES R. FOX, for four years manager of McCann-Erickson's San Juan, Puerto Rico, office, has been appointed manager of the agency's Havana, Cuba, office, succeeding WALLACE H. GOLDSMITH, manager of that office since 1944. Mr. Goldsmith has been reassigned to the foreign department of McCann-Erickson in New York at his own request.

SAMUEL A. JACOBSON, formerly with art department of Hixson-O'Donnell, Los Angeles, has joined Dunn-Fenwick & Co., that city, as production manager. STANLEY M. GORTIKOV, formerly with Lockwood-Shackelford, Los Angeles, has joined Dunn-Fenwick copy staff.

IRVING LANDER, partner of Stevens-Lander-Young, Los Angeles, has rejoined firm following Army discharge.

JANE WORTHINGTON, formerly with Leon Livingston Adv., San Francisco, has joined copy staff of BBDO, that city.

R. G. DEBNAM and E. M. CLEMENCO, ex-servicemen, have joined copy staff of Brisacher, Van Norden & Staff, San Francisco. Mr. Debnam was formerly sales supervisor and publicity director of Farmville, N. C., Tobacco Board of Trade. Mr. Clemenco was free lance writer.

JOSEPH W. LEWELLEN, after four years in AAF, has returned to West-Marquis, Los Angeles, replacing DONALD McKENZIE, who returns to agency's San Francisco office.

ANGELA D. WALSH, freelance writer and formerly with Tracy, Kent & Co. as account executive, has joined Robert B. Grady Co., New York in an executive capacity.

KNOWLES ENTRIKIN, Ruthrauff & Ryan producer of "Mayor of the Town" and HOWARD BRESLIN, script writer, are co-authors of "Off the Air," comedy drama which will receive a tryout the week of Aug. 19 at the Berkshire Playhouse, Stockbridge, Mass., with Shirley Booth as star.

ARTHUR A. KRON, member of the board of directors and treasurer of Export Advertising Assn., New York, and executive vice president and treasurer of Gotham Adv., New York, June 26 addressed a luncheon meeting of the Export Advertising Assn., at the Belmont-Plaza Hotel, New York. Mr. Kron's subject was "Customers and Competitors in Latin America," where he spent four months studying importing and advertising of American goods.

ARTHUR C. FATT, executive vice president of Grey Adv., New York, June 21 was presented with a 1946 Cadillac sedan by agency employes on the occasion of his 25th anniversary with the firm.

MARJORIE J. O'KEEFE, former space buyer at Du Pont & Cahalin Agency, Springfield, Mass., has joined Hicks & Greist, New York, as head of the media department.

CHESTER BROUWER has been named West Coast publicity representative of N. W. Ayer & Son effective July 8. Mr. Brouwer has been on the Young & Rubicam Hollywood radio publicity staff and before that had been on the N. W. Ayer Hollywood staff.

THOMAS R. VOHS after service with Navy as a lieutenant, has joined John A. Cairns & Co., New York, as an assistant account executive.

LARRY STEVENS, formerly head of his own New York public relations firm, has joined Own & Chappell, New York, as account executive on American Transit Assn., account, New York, and in charge of public relations and publicity of the agency.

ANN BLERSCH, formerly with Trans-World Airways, has joined the foreign department of McCann - Erickson, New York.

ANNE E. MERRILL, formerly in the copy department of Morse International, New York; LEONARD STEIN, formerly in display advertising and FERDINAND ZIEGLER, previously with Research Corp., Bound Brook, N. J., have joined the copy department of Grey Adv., New York.

GUERIN-SALZMAN Co., located at 147 W. 42nd St., New York, has been formed by HAROLD S. and PAUL R. GUERIN, and SEYMOUR SALZMAN. During war Harold Guerin served with OWI in China and India. Paul Guerin with USO. Mr. Salzman served in Army.

RICHARD M. CHENKIN after service with the armed forces and formerly with Hirshon-Garfield, New York, has joined Sheldon Ritter Co., New York, as account executive.

5 Plus 2

WCOP Boston Program Manager Jack Maloy, and his assistant, Hank Lundquist, both became fathers June 20, the latter's son arriving at 7 a.m. to score a 5¼ hour beat on his chief's daughter. Double cigars, scotch-taped together, were passed out. WCOP baby production record now totals seven since first of April.

DONAHUE TO HEAD ABC DETROIT OFFICE

ABC last week announced its intention to exploit the network business possibilities among the heavy industries concentrated in the Detroit area. The network gave its eastern sales manager, John Donohue, a promotion to the position of assistant to the vice president in charge of sales, and ordered him to set up headquarters in Detroit.

Fred Thrower, ABC vice president in charge of sales, announced that the network had recognized the re-emergence of new network sponsor prospects, since the conversion to civilian production, among heavy industries. Mr. Donohue will supervise national network sales in the Detroit-Cleveland-Pittsburgh area.

George T. C. Fry, director of business development, was named eastern sales manager, succeeding Mr. Donohue. Ridgeway Hughes, a member of the network's business development division, will assume direction of the division's activities, with the title of acting director of presentation.

"Just think, Percival—we can listen to WFDF Flint when de railroads get radio."

The cosmetics destined for the WSM listening area during 1946 will fall short by ten million dollars worth of what this market would buy.

Any reasonably good product would go here just now.

But by 1947 the story will be quite different. For, meanwhile, the sponsored messages of a few choice brands will circumscribe the demand, will narrow it down. The volume will be there, more than ever—but the demand will be a lot more accurately aimed.

For the good ladies out along our clear channel have learned, through more than twenty years' experience, that they can trust WSM—hence its sponsors—and what we tell 'em they remember and live by.

WSM is the only single medium that can cover and powerfully influence the five million people within range of our fifty thousand watts.

HARRY STONE, *Gen. Mgr.*

WINSTON S. DUSTIN, *Comm. Mgr.*

EDWARD PETRY & CO., *National Representatives*

W — Air Castle of the South — 650 KILOCYCLES — 50,000 WATTS — NBC AFFILIATE — CLEAR CHANNEL — E

WSM

NASHVILLE

HORACE N. STOVIN
AND COMPANY
•
RADIO
STATION
REPRESENTATIVES
•
offices
MONTREAL • WINNIPEG
TORONTO

WFMJ
SELLS
The Rich Mahoning Valley

Ohio's Third Market at less cost—affiliate of the American Network.

Ask HEADLEY-REED

WFMJ
YOUNGSTOWN, OHIO

67th Market
TRI-CITIES
ROCK ISLAND - MOLINE
DAVENPORT
No outside station can compare with WHBF for right-at-home SELLING POWER!
WHBF
BASIC MUTUAL 5KW 1270KC

SPONSORS

THE GALLAHER DRUG Co., Dayton, Ohio (Ohio, West Virginia and Kentucky chain), has appointed Hugo Wagensell & Assoc., Dayton, to handle radio, special promotion and public relations. Radio schedule now includes 69 shows a week (13 hours) and is to be expanded.

A. J. MILLARD, formerly in charge of advertising and sales promotion departments of Stanco Inc. and Daggett & Ramsdell, has been appointed to the new post of manager of the sales and advertising departments of Stanco. He will supervise sales and advertising operations of Flit, Mistol, Nujol, Extane and other Stanco products. In addition he will continue to supervise advertising departments of Daggett & Ramsdell beauty preparation. EDIN L. ALLEN, who has been southern divisional sales manager, will become assistant sales manager, devoting full time to sales activities.

COTTON VALLEY COSMETICS, New York, has appointed Stonewall Agency, New York, to handle its advertising. Radio may be used.

B. T. BABBITT, Inc., New York (Bab-O, Lycons, Wet-Me-Wet), has announced following changes in personnel; ALAN MENDLESON, former executive vice president of the company, has been appointed president; LEON MENDLESON, former president who has been with the company for 42 years, has retired from active duty and will continue as a director; SAMUEL MENDLESON, former vice president, has become chairman of the board and executive vice president; L. J. GUMPERT, director of sales activities, has assumed additional responsibilities as vice president in charge of sales, and ALTON MENDLESON, former vice president and production manager, has been appointed vice president in charge of all manufacturing. Company currently sponsors two daytime serials and spot announcements.

SWEETS CO. OF AMERICA, Hoboken, N. J., maker of Tootsie Rolls and other candy and grocery products, has appointed Duane Jones Co., New York, to handle its advertising. Radio will be used.

HUGH D. SMITH, separated from Navy and previously war assistant to advertising manager of Tidewater Associated Oil Co., has joined Petri Wine Co., San Francisco, as assistant advertising manager.

WILLIAM H. WOOD, former production manager of BBDO Los Angeles, and JOHN PALEY, recent West Coast advertising and sales manager of Associated Electronics Corp., have been named advertising and assistant advertising manager, respectively, of Brunswig Drug Co., Los Angeles.

JOHN H. GOTTHART, former assistant to the district sales manager of General Foods Corp., Detroit, has been appointed district sales manager of the firm's New Orleans headquarters.

JOHN WALKER has been appointed manager of newly created packaged products division of Fisher Flouring Mills Co., Seattle (flour, cereal), KENNETH R. FISHER, former assistant sales manager in charge of grocery products, has become treasurer of the company. Pacific National Adv., Seattle, services Fisher account.

PRECISION MEDICAL Labs., North Hollywood, Calif. (Bates Formula), new to radio, July 1 started using total of 84 transcribed singing announcements weekly on KXLA KPRO KFMB KCRA KWG. Contracts are for 13 weeks, with additional stations to be added to list. Pat Patrick Co., Glendale, Calif., has account.

AMERICAN-MARIETTA Co., Chicago (paints), has named ROBERT A. ORNBERG as advertising manager in charge of industrial divisions. HARRY L. AULT, advertising manager of trade sales division, also assumes sales promotion responsibilities for newly created retail stores division. BOB WAIDLER, production manager, formerly editor of the Masonic Chronicler, has been named to head newly formed public relations department. Firm has appointed Phillips-Reick-Fardon Adv., Chicago, as national agency, placing radio time and all advertising space. Simon & Smith, Portland, has been retained to service firm's three West Coast divisions. Comprehensive advertising program is planned on national and regional basis for the U. S. and Canada. Radio will be used.

JOSEPH H. WARD, executive vice president of Noma Electric Corp., New York, has been assigned new responsibilities as sales director and supervisory officer for all of Noma's manufacturing and sales divisions and subsidiaries, excepting those engaged in household durable goods field and in automotive lighting.

NETWORK ACCOUNTS

New Business

PROCTER & GAMBLE Co., Toronto, (Oxydol), June 25 started for 53 weeks "Big Sister" on 21 CBC Trans-Canada network stations, Mon.-Fri. 11:15-11:30 a. m. Agency: Compton Adv., New York.

LEVER BROS., Toronto (soaps), June 24 started "Laura" on 22 CBC Trans-Canada network stations, Mon-Fri. 11:45-12 noon. Agency: J. Walter Thompson Co., Montreal.

Net Renewals

PROCTER & GAMBLE Co., Toronto, renewed for one year starting July 1 following daytime programs on 22 CBC Trans-Canada stations "Road of Life" (Oxydol) Mon.-Fri.11-11:15 a.m. through Compton Adv., New York; "Life Can Be Beautiful" (Ivory Snow) Mon.-Fri. 3-3:15 p. m., Benton & Bowles, New York; "Ma Perkins" (Oxydol) Mon.-Fri. 3:15-3:30 p. m., Dancer-Fitzgerald- Sample, Chicago; "Pepper Young's Family" (Camay and Chipso) Mon.-Fri. 3:30-3:45 p.m., Pedlar & Ryan, New York; and on 16 CBC Trans-Canada network stations, "Right To Happiness" (Ivory soap) Mon.-Fri. 3:45-4 p. m., through Compton Adv., New York. P & G July 1 also renewed following French language network programs: "Quelles Nouvelles" (Barsalou and Drene) on 4 CBC French network stations, Mon.-Fri. 11-11:15 a.m.; "Metropole" (Ivory Soap, Oxydol) on 3 CBC French network stations, Mon.-Fri. 7:15-7:30 p.m., through Compton Adv., New York; "La Rue Principle" (Oxydol) on 3 CBC French network stations, Mon.-Fri. 12:15-12:30 p.m., Dancer-Fitzgerald-Sample, Chicago; "Vie de Famille" (Camay) on 3 CBC French network stations, Mon.-Fri. 12:45-12:59 p.m., through Pedlar & Ryan, New York.

Net Changes

E. R. SQUIBB & SONS, New York, July 3 switches "Academy Award Theater" on CBS, Sat. 7-7:30 p.m., to Wed. 10-10:30 p.m. Agency: Geyer, Cornell & Newell, N. Y.

EMERSON DRUG Co., (Bromo-Seltzer) will replace "Forever Ernest With Jackie Coogan," Mon. 8-8:30 p.m. on CBS effective July 29 with "Inner Sanctum." Agency: BBDO, N. Y.

LEVER BROS., Toronto (Rinso), June 24 changes "Lucy Linton" on 22 CBC Trans-Canada network stations Mon.-Fri. from 11:45-12 noon to 12:15-12:30 p.m., with repeat to West Coast 2:45-3 p.m. Agency: Ruthrauff & Ryan, Toronto.

GENERAL MILLS, Minneapolis, (Cheerios), June 24 expands "Lone Ranger" on 54 ABC stations to include 14 ABC Pacific stations, Mon. Wed. 7-7:30 p. m. Sat. 8:30-9 p. m. (PST), making total of 68 stations. Agency: Dancer-Fitzgerald-Sample, Chicago.

Vick on NBC

VICK CHEMICAL Co., New York (Prince Matchabelli's perfume), is currently negotiating through Morse International with NBC for the 12:30-1 p. m. period on Sunday. Period is original time it had when it first used radio. Account has since used CBS and last year was on ABC.

Feature

(*Continued from page 10*)

Luckenbill, radio director of Esty Co., and Mrs. Luckenbill; Roy Porteous, of NBC advertising and promotion department; Kendall Foster, Esty Co.; Kit Ferriss, Earl Ferriss Co.; Edith Allen, Ferris Co.; Charles White, Esty Co.; Irving Murray and Stanley Murray, comedy writers on the *Grand Ole Opry*.

Hosts were Harry Stone, WSM general manager, and Jack Harris, assistant general manager of WSM, with the cooperation of the WSM and *Grand Ole Opry* personnel.

Southern Barbecue

On the weekend, an old-fashioned Southern Barbecue at the Moore Plantation, 15 miles above Nashville, was held Friday night; with a day of swimming, horseback riding and other activities on Saturday that included a visit to one of Tennessee's leading horse farms, owned by J. Truman Ward, president of WLAC Nashville. Mr. Ward personally escorted the New York visitors around the estate, topped off with the inevitable mint julep.

Saturday night featured the broadcast aboard the colorful paddle wheeler followed by a midnight dinner of Southern-cooked delicacies.

Sunday the group attended a fish fry, camping out on Marrowbone Lake. WSM had foresight to provide fish in advance in case the visitors didn't have too much luck with the rod and reel. However, any feeling of discouragement was offset by the mobile motor boat, *Duke of Paducah*, operated by the *Grand Ole Opry*, which plied the lake from one fisherman to another, distributing "refreshments."

Also on hand for the Saturday night broadcast was Mayor Thomas L. Cummings of Nashville, Rep. Albert Gore (D-Tenn.), members of the cabinet of State Governor McCord, and members of the Tennessee Supreme Court. The governor sent regrets that campaign work interfered with his attending.

Return by Plane

Sunday night two chartered planes transferred the visitors from the colorful atmosphere of Magnolia-fringed streams and piping showboat calliopes back to meet the Monday morning rush of a new New York business week.

A pleasant reminder of Southern hospitality was the souvenir package given the New Yorkers—containing five pieces of Tennessee country ham, two pounds of butter and a quart of Jack Daniel sour mash whiskey, the latter unobtainable since the distillery shut down the first of the year.

Brown Report

LARGEST single month's output of electronic and other industrial instruments in its history is reported for May by the Brown Instrument Co., Philadelphia, division of Minneapolis-Honeywell Regulator Co.

LIVE TALENT . . . ALIVE TO YOUR COMMERCIAL OBJECTIVE No. 11 of a Series

Richardson's Recipe Suits Hoosier Tastes to a "T"

Larry Richardson, WIBC news editor and dramatic lead in such successful live talent productions as "The Law and the Prophets," has a way of serving up the news that makes every Richardson broadcast a mighty palatable dish for Indiana radio listeners. His recipe calls for a generous seasoning of the syndicated wire-service news with "the local angle" . . . spiced with his own unbiased commentary . . . and garnished with just the right dramatic touch.

A native Hoosier himself, Richardson takes an active part in Hoosier affairs . . . managing to crowd into each busy day a visit to some local luncheon club for delivery of a three-minute news summary. In addition, he heads the radio department of Arthur Jordan Conservatory of Music and is an instructor of radio journalism at Butler University . . . two assignments for which he is eminently qualified by reason of academic training and actual radio experience—the latter including previous associations with other stations in Indiana and Ohio.

Larry Richardson is but one of many top-notch personalities who make up the WIBC live talent staff. Writers, producers and players, all these WIBC staff members have the originality, the versatility and the proved ability to develop WIBC live talent shows that are *alive to your commercial objective* . . . geared to sell Hoosiers *Hoosier-style.* Speak to your John Blair Man today about the advantages of a live talent show on WIBC . . . the fastest growing radio station in Indianapolis!

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

Owned and Operated by The Indianapolis News

WIBC Mutual Outlet in Indianapolis

Even We Were Surprised

Everyone knew we would pull lots of letters on the latest mail-pull effort — but even we were surprised at the wide expanse of territory from which they came. It substantiates that these stations have the LISTENERS.

Get your products into the hands of those listeners. Ask John E. Pearson Company for rates and availabilities.

West Texas Network

KRBC KBST

ABILENE, TEX. BIG SPRING, TEX.

KGKL

SAN ANGELO, TEX.

KFMB Sells SAN DIEGO

New U. S. Census shows San Diego population up 78% over 1940— 465,720 people within 15 miles of our antenna . . . sell them from within with KFMB.

KFMB

BASIC AMERICAN NETWORK (Pacific Coast)

SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO.

PRODUCTION

DON McNAMARA, program director of KFI Los Angeles, has resigned effective August 1 and will be succeeded by **CHARLES B. BROWN**, former advertising manager of RCA and NBC New York. Mr. McNamara has been with station for seven years, first as sportscaster and later as production manager. He has been program director for two years.

HUGH CORDIER, who is to teach radio courses this fall at Alleghany College, Meadville, Pa., has joined WHBC Canton, Ohio, as observer of operations methods.

ROBERT HUDSON, CBS education director, July 10 speaks at Emery U., Atlanta, Ga., under the auspices of WGST Atlanta on July 11 at request of WRVA Richmond. He will address the Virginia Teachers Conference at William and Mary College, Williamsburg, Va.

C. W. SHEARER, discharged from the Royal Canadian Navy as lieutenant, has joined the transmission and development department of CBC Montreal.

NORMAN OLDING, chief operations engineer of CBC Montreal, is making an inspection tour of western CBC stations.

GRAHAM FAWCETT has joined the operating staff of CKWS Kingston, Ont.

MAURIE WEBSTER, with CBS Hollywood since Dec. 1936, has been named assistant production manager for the CBS Western Division. He has held joint responsibility of announcer-producer continuously, save for a turn in the Navy from 1942 until 1945. Upon release as a lieutcommander he returned to network in Nov. 1945.

Mr. Webster

TOM LIVEZEY, in Philadelphia radio for 13 years, has been added to the announcing staff of WILM Wilmington, Del.

FRED FOSTER, released from the Navy as lieutenant after four years of service, has rejoined the announcing staff of KWK St. Louis.

DON SHANAHAN, for three years in the amphibious forces of the Navy in the Pacific, has resumed post as continuity writer and announcer at KORE Eugene, Ore.

WILLIAM J. LEARY, former AAF public relations officer, is new addition to the continuity staff of WFEA Manchester, N. H.

H. JAMES FAGAN, since the end of the war relief announcer at WFIL and WFIL-FM Philadelphia, returned to the Army June 25 for extended active duty with the Commanding General, Army Ground Forces, Washington. He re-entered service as captain, assigned to special information service. He had served as captan with First Division, saw action in North Africa, Sicily and Italy.

VIVIAN McTAVISH has joined the continuity staff of CJAT Trail, B. C.

JACK WOLSEY, staff announcer of CJOC Lethbridge, Alta., is the father of a boy.

CLIFF EDWARDS, known on the air as Ukelele Ike, is presenting new three weekly early morning program on WJNO West Palm Beach, Fla. La France Sanitone Cleaners is sponsor.

ALAN GANS, announcer at KYW Philadelphia, has taken two month leave of absence to tour with the All Equity Stock Company.

BOB ALLEN has resigned from the production staff of WEAU Eau Claire, Wis., to join WDGY Minneapolis. **DAVE TAYLOR** has taken over early morning "The Arrowhead Special Show," fed by WEAU to the Arrowhead Network. **ART HANSTROM** has returned to the announcing staff following release from the Navy. **BILL CHARLES**, formerly with KID Idaho Falls, Idaho, is new addition to that staff. **LORRAINE OPPEGARD** has been named head of the WEAU copy department.

Meet Again

AFTER 22 years Muriel Starr and Ronald Dawson meet again. The last parting was in 1924 in Johannesburg, South Africa. Miss Starr had been touring the British Empire in a show and her juvenile lead was Mr. Dawson. The company disbanded in Johannesburg. A few weeks ago Miss Starr joined the cast of CBS' "Perry Mason," of which Mr. Dawson is network producer.

JACK KELLY, program director of WEAU Eau Claire, Wis., is the father of a boy.

WILLIAM JULIAN has joined KFOX Long Beach, Calif., announcing staff.

CROWELL BEACH has joined announcing staff of KWKW Pasadena, Calif.

BOB GOERNER, announcer of KQW San Francisco, has married Roberta James, that city, night club singer.

EVELYN SIBLEY LAMPMAN, continuity chief of KGW Portland, Ore., is winner of a $500 prize in the 1946 Dr. Christian annual radio awards.

STUART GRIFFITHS, press and information representaitve of CBC International Service, Montreal, has been promoted to supervisor of the CBC International Service European section.

MAYOR MOORE, chief producer of the United Kingdom section of International Service, Montreal, has been moved to CBR Vancouver. **STAN COTTON**, announcer of CBM Montreal, has been moved to CBC International Service, Montreal, replacing **LARRY HENDERSON**, announcer who has been moved to CBL Toronto. **RENE GARNEAU**, supervisor of the International Service, French section, has returned to Canada from Europe. **ROBERT G. ALLEN**, out of the Canadian Army, has joined the International Service as a producer at Montreal. **DENNIS M. GICK**, former manager of ZQI Kingston, Jamaica, has joined the International Service, Montreal, for production of special West Indian beamed programs.

RUSSELL BAER has been appointed program director of CKWS Kingston, Ont. **AL COLLINGS**, formerly of CKNC Wingham, Ont., has joined the announcing staff of CKWS.

DOUG BURROWS, announcer of CHEX Peterborough, Ont., and Jean Coombs of Lindsay, Ont., were married June 15.

ARTHUR LANIG, out of the Royal Canadian Navy, has joined the production staff of CKGB Timmins, Ont.

GORDON ZABRACK, discharged from the Canadian Army, has returned to the announcing staff of CKGB.

WILSON LINDSAY, announcer of WILM Wilmington, Del., and Gloria Rose of Vineland, N. J., were married June 18 in Elkton, Md.

THOMAS P. BASHAW, released from the armed forces and formerly for 12 years with NBC Chicago, has been added to the production staff of WLS Chicago. While serving in Germany he produced radio and theatrical programs.

EVELYN GARDINER, "Home Forum" director of KDKA Pittsburgh, last week participated in the American Home Economics Assn., annual convention at Cleveland.

SGT. JOE O'BRIEN, formerly with WMCA New York and chief announcer for American Forces Network in Europe, is scheduled to return to the U. S.

PAUL RITTS, announcer at WIP Philadelphia, is the father of a boy.

TOM SMITH, program director of WPEN Philadelphia, has resigned to join AFRS as civilian writer-producer. He was Army major during war, for several months commanding officer of AFRS station WXLI on Guam. He is succeeded at WPEN by **JOHN McCLAY**, continuity manager. **ROY MEREDITH**, formerly with WPTZ Philadelphia, has been named WPEN production manager.

JOHN STARKE and **LESLIE de B. HOLLY**, out of the Canadian Army, have rejoined the announcing staff of CBL Toronto.

ERIC SALLINE of CBS shortwave production and **RUTH OAKEY**, CBS captain of studio building receptionists, New York, were married June 8.

ROGER WOLF of CBS network operations and Joyce Mentz were married on June 10 in New York.

MIRIAM LANE, commentator on five weekly "Home Chats" on KMPC Hollywood, has been elected first vice president of Southern California Women's Press Club.

DAVE SCOFIELD, announcer-producer of KFRC San Francisco, has been moved up to producer.

TOMMY THOMPSON, released from the Marine Corps, has rejoined KFRC San Francisco as announcer.

DEANE STEWART, discharged from the Army, has rejoined KQW San Francisco as announcer.

New Square Loop FM Antenna Demonstrated

FEDERAL Telephone and Radio Corp.'s new square loop FM broadcast antenna was graphically demonstrated to Washington's consulting engineering fraternity and to members and engineers of the FCC at a Statler Hotel luncheon last Tuesday. Technical attributes of the coaxially fed radiation system were portrayed in illustrated lectures by engineering and laboratory executives of FTR, headed by Norman E. Wunderlich, executive sales manager.

Prices of the antenna were given, ranging from $2,200 for the two-element (power gain 2.2) to $8,400 for the eight-element (power gain 9) and $12,400 for the twelve-element (power gain 13) structures. Among those present at the luncheon from the FCC were Acting Chairman Charles R. Denny Jr., Commissioner E. K. Jett, Chief Engineer George P. Adair. Assistant Chief Engineers W. N. Krebs and George E. Sterling, and C. M. Braum, FM division chief.

NBC CENTRAL Division annual summer outing will be held July 25 at Medinah Country Club. NBC Chicago will operate skeleton staff that day.

NBC on 590 is a WOW for OMAHA Plus

WRITE, WIRE OR PHONE
JOHNNY GILLIN
OR JOHN BLAIR

Men Who Come to Dinner

Program of May 29. Question, "Shall the Government Provide Full Employment?" Participants (back row) James MacFarlane representing Labor; Rev. J. H. Schwartz, Religion; Brooks Watson, moderator; (foreground) Dr. William Philip, Education; and F. R. Oakley, Business.

Every Wednesday night WMBD invites four Peorians to dinner in a private dining room of the city's leading hotel. After dinner these four citizens "take to the air" for the program "Peoria Speaks"—a half-hour of open discussion on local problems.

The responsibilities of labor and management to each other . . . grievances . . . joint problems and desires—the analysis of these vital issues and many others is brought into thousands of Peoriarea homes under the capable direction of WMBD's Program Manager, Brooks Watson. "Peoria Speaks" . . . for tolerance and understanding.

5000 WATTS — CBS AFFILIATE

WMBD
PEORIA, ILLINOIS

Edgar L. Bill
President

Charles C. Caley
Executive Vice President

FREE & PETERS, Inc. . . National Representatives

PROGRAMS

BELIEVED to be the first attempt by radio to treat the subject of sex on a large scale, new series started by WEEI Boston in conjunction with the Greater Boston Community Fund, is "Sex Guidance for Today's Youth." Series consists of nine programs in the regular "Let's Talk About Children" broadcast of the fund and is designed to show the need for accurate information and guidance on the part of parents and assure development of sound and others who train young people to healthy attitudes.

CBS Sustainers

SIX new sustainers debut on CBS this week starting today (July 1) with "The Jack Kirkwood Show," to be heard Mon. 9:30-10 p.m., filling in second half of the "Lux Radio Theatre," as summer hiatus. New Milton Berle show, "Kiss and Make Up," fills first half of the Lux time. On July 2 "Arthur Godfrey's Talent Scouts," produced and directed by Irving Mansfield, starts broadcasting Tues. 9-9:30 p.m. "The Whistler," adventure and mystery series heard for Signal Oil Co., Los Angeles, on CBS Pacific network, will be broadcast separately as a sustainer on the CBS network starting July 3, Wed. 8-8:30 p.m., originating in Hollywood. Two other CBS sustainers are "Oklahoma Roundup," hillbilly show which starts July 6, Sat. 10:15-10:45 p.m., originating at KOMA Oklahoma City, and "Sweeney and March," comedy series which starts July 5, originating from KNX Hollywood, Fri. 8:30-8:55 p.m.

Wins Second Award

THE "Telephone Hour" sponsored by Bell Telephone System, Monday evening on NBC, has received the annual award made by the 25,000 members of Phi Beta, national professional fraternity of music and speech for the "program offering the best in music." This marks second award the "Telephone Hour" has received in the past month. Other was being voted the best program in the category "Orchestra with Featured Soloist" in Musical America's poll of radio and music editors.

WCAU Commended

WCAU Philadelphia has received a unique public service testimonial for its activities in connection with the threatened maritime strike. Station has received a resoluion of commendation which bears the signature of more than 600 members of the Philadelphia branch of the National Maritime Union. On the eve of the walkout, broadcast time was made available to the National Maritime Union, and the American Merchant Marine Institute representing ship owners and operators, for discussion of issues involved. Only the former accepted.

Baseball Tie-Up

JUVENILE show of audience participation format has been started by WILM Wilmington, Del., titled "The Blue Pebble Gang." Half-hour Saturday morning sustainer offers free admissions to ball games of the Delaware Blue Rocks, whose home games are aired by WILM. Youngsters who visit station to get their special badges are interviewed on the program, have opportunity to meet members of the ball club.

BBC Recording

FILM recording of the reopening of BBC television operations was telecast last week by WRGB Schenectady, WABD New York and WPTZ Philadelphia. Film, arranged by ABC with BBC, included appearances by David Lowe, cartoonist, and a work by George Bernard Shaw.

On Traffic Safety

TRAFFIC safety series started by WTAG Worcester, Mass., is "Safety Club," Thurs. 5:15 p. m. Mobile unit visits schools, describes operations of safety patrol systems and interviews patrol leaders, safety police members.

WFIL Revisions

TOM MOOREHEAD, sports director of WFIL Philadelphia, has incorporated into his Friday evening sports program a section devoted to furtherance of women's sports. He is assisted by Martha Gable, chairman-elect of the National Association of Women's Athletics. Saturday morning youth show of WFIL, "Teen-Age Time," sponsored by Abbotts Dairies, for 10 weeks is being fed to WFPG Atlantic City, another marketing area of Abbotts.

Drama

TEXAS sheriff seeking reelection is trying new radio angle other than usual speech-making campaign. Sheriff Neal Polk of Harris County is sponsoring weekly quarter-hour drama series on KTHT Houston. Titled "Science and Crime," programs dramatize solutions of crimes by Sheriff Polk and his deputies, are produced by the KTHT staff.

WNYC Changes

THREE new music programs begin today (July 1), on WNYC New York, in a revamping of the station's program structure based on listener requests for more music time. First of these shows is "Music Without Words," scheduled Monday through Saturday 11:30 a.m.-12 noon. "Spotlight Varieties" will be heard six weekly 8-8:30 p.m. and is composed of light classical selections. Regular summer feature of WNYC, "Music to Swim By," once again returns to the air and is piped to all park department swimming pools in the city which are equipped with public address systems. Program is heard Monday through Saturday, 5-5:30 p.m.

Canadian System

NEW SYSTEM of quarter-hour political free time network broadcasting has been worked out by the CBC and political parties. Starting July 3 each qualified national political party will be given an opportunity to present a speaker on the CBC Trans-Canada network, Wed. 8:30-8:45 p.m., with rebroadcast to West Coast 11-11:15 p.m. There will be 15 broadcasts in all, with number of times each political party can appear worked out on a formula based on representation in House of Commons at Ottawa. The Liberal party will make six appearances on the network, the Progressive-Conservatives four, Co-operative Commonwealth Federation three, Social Credit one, Labor-Progressive one.

Traffic Safety

AIMING at sharp reduction of auto fatalities, KTUC Tucson developed local caution campaign themed by "The Other Fellow." Campaign opened with newspaper series of teaser ads which inquired "Who is the Other Fellow?" Day before special broadcast 20,000 throwaways were dropped from airplane on Saturday shoppers. Then on Sunday broadcast, Lee Little, general manager, had folksy talk with listeners asking them to check on certain driving habits, which were printed in check list style in morning's papers. Campaign was supported in community by window cards and key poster locations.

P & G Replacement

NEW CBS show, "Sound Off With Mark Warnow," starts July 4 for the summer season on CBS, Thurs. 8:30-8:55 p. m. replacing "The FBI in Peace and War," sponsored by Procter & Gamble Co., Cincinnati, for Lava soap through The Biow Co., New York. New series will boost Army recruiting with CBS donating the time and the Army paying for talent. N. W. Ayer & Son, New York, agency handling program, is foregoing usual discount as its contribution.

WTSP 'Train'

NEW TWIST to afternoon disc jockey show has been incorporated by WTSP St. Petersburg, Fla. "The 1380 Local," aired Monday through Friday 4-5 p.m., uses railroad theme format. Dana Boose is program "conductor" and Announcer Dick Bingham, termed the "fireman," shovels in the commercials. Train "engineer" is Don Serafy, control room platter turner.

NAM Programs

NEW SERIES of programs, "Cross-Section—NAM," to help acquaint people with the nation's business, starts July 6 on CBS, Sat. 3:45-4 p.m., in collaboration with National Association of Manufacturers. Dwight Cook, CBS roving reporter, will visit managements of businesses in a different industrial center each week. Series is a follow-up to "Cross-Section—CIO" and "Cross-Section—AFL" broadcast earlier this year. July 6 also brings resumption of NAM's "It's Your Business" series on ABC, Sat. 7-7:15 p.m., which was presented on that network last winter.

WRRN Jamboree

TEEN age program broadcast by WRRN Warren, Ohio, is "Teen Jamboree." Originated from local roller rink, Saturday afternoon hour program includes quizzes, races, amateur contests, treasure hunts and games. Prizes, donated by local merchants, range from airplane ride, live puppies, records, theatre passes, chickens and watermelons to candy and flowers. Five-piece teen-age orchestra plays for dancing during and after program. Trios, quartets and choirs provide words for the popular songs. Bob Licke of WRRN is m.c.

Format Change

STRIVING for more entertainment on public service shows, WIND Chicago has re-arranged the format on their new variety program, "Don Reynolds Show," 10:05-10:30 a.m. Monday through Friday, to include public service messages. Organizations represented each week include American Red Cross Army, Pan American Council of Chicago, Chicago Council of Foreign Relations, and OPA Community Fund.

International Program

AN INTERNATIONAL program has been arranged by Producer Leon Levine of the CBS "People's Platform" for the 400th broadcast of the show on July 7, 12 noon. Harold V. Laski, Secretary of the British Labor Party, speaking from London, and U. S. Senator Joseph H. Ball (R.-Minn.), in Washington will discuss the question, "Can Capitalism or Socialism Promote a Better World Society?"

Recreation Series

TO STIMULATE interest in Los Angeles municipal recreation facilities, KECA Hollywood has started weekly quarter hour format titled "Playground Fun." Using interviews with prominent people who got their athletic start through city's recreation department, program also outlines activities being conducted.

Rackets Exposed

WPEN Philadelphia, in cooperation with the Better Business Bureau, is presenting each Sunday night "Look Before You Weep," a program designed to protect the consumer by exposing unfair and dishonest business practices. Program will name specific rackets.

Auto Race Telecast

WNBT New York (NBC) has started a summer series of Tuesday night telecasts of the midget auto races at Freeport, L. I., covering the events with two image orthicon cameras and relaying the signals via a new 9300 mc microwave transmitter that weighs less than 75 pounds.

Covers Ceremonies

COMPLETE coverage was given July 16 by KRES St. Joseph, Mo., to the christening ceremonies at Rosecrans Field, inaugurating air-freight operations. American Airlines has named field as state headquarters for its contract air cargo division.

Tourist Feature

A WEEKLY program to inform tourists to southern Alberta of conditions and beauty spots to visit is being aired by CJOC Lethbridge as part as its public service. Program consists of thirty minutes of concert music and true stories of Waterton Lakes National Park.

Musical Quiz Club

NEW MUSICAL quiz club "The Sharp Ears Club" started June 29 on WLIB New York, Sat., 2:45-3 p. m. Listeners are given opportunty to win record albums if they can guess recorded bandleaders, vocalists and artists featured on program.

4-H Quiz

KRBM Bozeman, Mont., has been presenting Saturday afternoon quiz broadcasts featuring teams of various 4-H clubs in that area. Questions pertain to agriculture, home economics, current events and history. Contest on program was concluded in early June.

Safety Spots

KODY North Platte, Neb., in cooperation with the National Safety Council and the Nebraska Highway Patrol, has been airing about 800 "drive carefully" announcements during the two weeks preceding July 4.

Covers Closing of Post

CLOSING of Jefferson Barracks, historic St. Louis Army post, was related fully by KXOK St. Louis, June 30, 1:30-2 p. m.

WCPO

is proud to receive

An Award

9th ANNUAL RADIO PROMOTION EXHIBIT AND COMPETITION

for its promotion of

The TOM MIX *Show*

For Ralston Purina

(PERSONAL APPEARANCES)

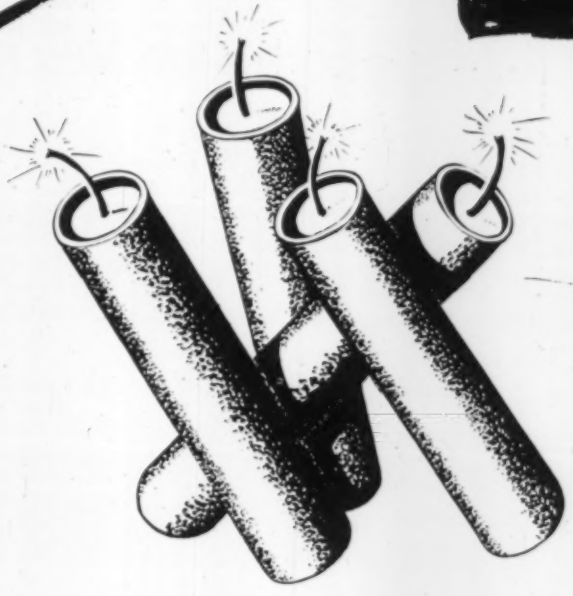
Further Proof of WCPO's Distinguished Service to its Advertisers

Affiliated with The Cincinnati Post

WCPO CINCINNATI'S NEWS STATION

REPRESENTED by THE BRANHAM CO.

Hotter 'n 4 Firecrackers



WJHP — A riot of music and fun on Jacksonville's Club 1320, Sky Commuter, Lazybones, Swing Shift, Off the Record, and many other shows that spin hot wax for your entertainment!

WCOA — A sizzling array of talent and laughter on Pensacola's powerhouse! Your morale will sky-rocket any time of day on WCOA!

WDLP — An explosion of mirth; great doin's on Panama City's local and network shows, primed for your scintillating entertainment!

WTMC — A burst of magic sound—music, drama, news—all beamed to you from Ocala's matchless mid-state supply!

Represented Nationally by

JOHN H. PERRY ASSOCIATES

Wm. K. Dorman, Gen. Mgr., John H. Perry, Jr., Vice-Pres.

FLORIDA'S FLASHY FOURSOME:

WJHP - Jacksonville ★ WTMC - Ocala
WCOA - Pensacola ★ WDLP - Panama City

THERE'S LITTLE MEAT ON WISHBONE (Ky.)!

Yessir, Wishbone *is* a Kentucky town — listed and everything. However, WAVE doesn't reach for Wishbone, because the pickins down there are pretty slim. But, to talk *real turkey*, WAVE does cover the plump and prosperous Louisville Trading Area—and that's the market containing more gravy than you'll find in the rest of the State, *combined!* Who wants to gnaw on a bone when he can have white meat? Hold out your plate, pardner!

LOUISVILLE'S WAVE
5000 WATTS . . 970 K. C. N.B.C.
FREE & PETERS, INC.
National Representatives

SERVING RICH 4th TEXAS' CITY

KGBS

Harlingen-"Hub of the Valley"

The Only CBS OUTLET FOR TEXAS' LOWER RIO GRANDE VALLEY

McHenry Tichenor, Pres.
Troy McDaniel, Mgr.

Nationally Represented by HOWARD H. WILSON COMPANY

PROMOTION

S. RALPH DUBROWIN, released last week from the AAF as major, has joined WINX Washington as director of publicity. Before Army service he was an associate account executive with Redfield-Johnstone Agency, New York. He also has been in the copy department of Topping & Lloyd, and Lawrence Gumbinner, New York agencies. Mr. Dubrowin replaces **PHIL REILLY.**

JACK FAULKNER, chief announcer of WTSP St. Petersburg, Fla., prior to entrance into armed forces, has been appointed promotion and special events director of the station following release from the Army.

ARTHUR SCHOFIELD has resigned as promotion manager of WFIL Philadelphia.

PAT CAMPBELL, station relations director of Don Lee Broadcasting System, Hollywood, is on two week tour of affiliates including KDB KVEC KDON KXOA KYOS KFRE KCOK KAFY and KATO.

TINA COOPER replaces **PEGGY DAVIS** on publicity staff of Don Lee Broadcasting System, Hollywood. Miss Davis returns to her home in Wichita, Kan., to complete a novel.

SETH DENNIS, former account executive BBDO New York, and before that with the Army, has rejoined ABC as a member of the business development department. Mr. Dennis left the ABC sales promotion department in 1942 to enter the Army.

ROBERT WARD, promotion manager of WJJD Chicago, is the father of a girl, Coleen, born June 18.

DR. HAROLD A STRICKLAND, music editor of the ABC publicity department, has been elected to the national council of the American Guild of Organists for three years effective July 1.

LESLIE ECKLUND, formerly on CBS Hollywod promotion staff, has joined KGEJ that city as aid to **PAUL FORREST,** promotion and publicity director.

WPEN Tie Up

WPEN Philadelphia and the Philadelphia Appliance Dealers Assn. plan a two-way promotion tie-up, part of which will be a public education campaign. Appliance Dealers Assn. which comprises two-thirds of the local appliance dealers, will feature WPEN in its advertising and highlight the station in member shops through use of decalcomania. In sale of push button radios, for example, dealers guarantee placing of WPEN on limited button sets. Association has further issued a request to members to make reference to WPEN in their local advertising. There also is a television clause which grants WPEN the exclusive right to present television broadcasts from the stores owned or operated by members. Customer surveys to determine listening and viewing preferences will also be a part of the tie up. WPEN, through air time, is cooperating with the association in bringing before the public salient facts about appliance use, care and selection.

KFWB News Ribbon

KFWB Hollywood has signed exclusive agreement with Trans-Lux Corp., New York, for news ribbon rights in Los Angeles and Hollywood like that around New York Times Building. Arranged by Harry Maizlish, station general manager, news ribbon will start August 1, running between second and third floors of Taft Bldg. at Hollywood and Vine. Utilizing neon ribbon 99 feet long and letters 35 feet high, news will be given 11 a.m. to 11 p.m. daily. Tape also will contain program notes. Fall plans call for similar operation above Warner Bros. downtown Los Angeles theatre

Student Wins Trip

CHARLES E. WHEATON, Syracuse U. student, is winner of the WSYR Syracuse "New Horizons" essay contest, conducted in the interest of better international understanding. His prize is July 4-10 trip to London by American Airlines, accompanied by E. R. Vadeboncoeur WSYR vice president. In London Mr. Wheaton will be guest of the English Speaking Union. His essay was "What Can Great Britain and the United States Do to Be Better Neighbors." WSYR airs "New Horizons" Sat. 7-7:30 p.m.

Tie-In Support

HOW ONE retailer of Lee hats—Wallachs of New York—tied up its newspaper advertising and window displays with Lee's year 'round sponsorship of Drew Pearson on 185 ABC stations to funnel into its stores the countless customers pre-sold on Lee hats by the "magnetic" broadcasts, is amusingly but emphatically told in a booklet, "The story of the magnet and the funnel." Plastic-covered, spiral-bound two-color book includes reprints of the "powerhouse" newspaper ads and pictures of the window displays as suggestion to other Lee dealers. Book was created for Frank H. Lee Co., by its agency, William H. Weintraub & Co., New York.

Aids Press

WKY Oklahoma City general manager, P. A. Sugg, secured a personal appearance by Bob Hope for the annual spring meeting of the Oklahoma Press Assn. (300 state newspapers) and in return gained notice for WKY. Photo of Bob Hope appearing on WKY broadcast preceding was sent by the press association to members as two-column mat.

WOWO Letter

MONTAGE of cards and letters expressing satisfaction in anniversary program presented on WOWO Fort Wayne, Ind. by Wolf & Dessauer, local department store, is used by the station as support for promotion letter on WOWO "proofs of performance." Letter is signed by Paul E. Mills, sales manager of the Westinghouse station.

Concludes Contest

WQAM Miami, Fla., has concluded its annual radio speech contest for students of elementary and junior high schools. Purpose is to encourage interest in speech activities as related to radio. Presentations of awards to pupils were made at respective graduation exercises. Prizes this year amounted to more than $300.

On Federal Antennas

FEDERAL Telephone and Radio Corp., New York, has issued a 16-page brochure describing Federal's FM square loop antenna with a power gain of nine. Booklet, available on request, gives prices and explanations of the antenna in full page detailed sketches and charts.

Game Schedule

TO PROMOTE play by play broadcasts of Bakersfield (Calif.) Indians baseball games, KERN Bakersfield is distributing to listeners baseball styled folder listing full home and away game schedule. KERN message is included.

WPIK Blotters

CALENDAR blotters with comic scene showing "Hades Reception Room" are being distributed by WPIK Alexandria, Va. New arrival at Hades states "Looks pretty bad here. . ." and is answered by sad-faced demon, "It is. . .they won't even let you listen to WPIK."

KCKN Folder

PROMOTION piece prepared by KCKN Kansas City uses magician theme with copy reading "Let KCKN apply its sales magic to your product or service." Reverse side gives facts to prove how station can help sell.

WBT Reprint

REPRINT of picture-article from the May issue of American Magazine, concerning the Johnson Family of WBT Charlotte, N. C., is being distributed by WBT as promotion piece.

WCKY Sponsors Contest

WCKY Cincinnati is conducting local contest of the national Miss America of 1946 competition, in conjunction with RKO Albee Theatre.

WFIL Folder

A RED and black, four-page brochure on the WFIL Philadelphia show, "The Ranch on Chestnut Street," has been prepared and distributed by the Katz Agency, New York, representative of the station. Folder sketches the show's stars, The Sleepy Hollow Gang, and gives description of program.

New KLZ Folder

TITLE of promotion folder currently being mailed by KLZ Denver is "Religion." Piece publicizes station's service to listeners through religious programs and describes Sun. 11 a.m.-12 noon period devoted to local churches on rotating basis.

Premium Brochure

PROMOTION booklet announcing services and facilities of Ross Coles & Co., Chicago, premium merchandising counsel and agency, has been distributed by the firm to advertising agencies and sales executives.

KFUO Brochure

BROCHURE relating progress of KFUO St. Louis, Concordia Theological Seminary station, has been distributed by the educational outlet.

News Service

DAILY news report is being relayed by WHBC Canton, Ohio, to chairmen of more than 20 Canton luncheon clubs.

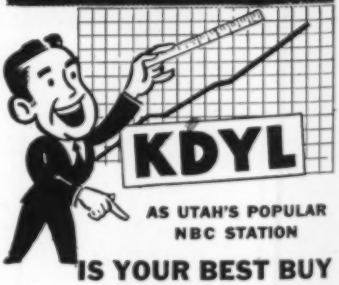
Sky Audience

REQUESTS now come to CFCY Charlottetown, P.E.I., from aircraft flying over the city. A U. S. Army Liberator over Charlottetown last week called the local airport to ask CFCY to put *Bumble Boogey* on the request program then being aired. Maritime Central Airways phoned the airborne request to CFCY and the station learned that aircraft crews also listen to its programs.

Travis to Greek Assn.

BILL TRAVIS, former member of the newsroom staff of WMAL Washington, today becomes radio director of the Greek War Relief Assn. with headquarters in New York, Spyros Skouros, president of 20th Century Fox and head of the association, announced. Coordinating radio with other news media, the association has made plans, under the general direction of Joseph Stahl, public relations director, to tell the American people of a plan to help make Greece self-sufficient by "telegraphing" badly-needed horses, donkeys, mules and cows to destitute Greek farmers, whose stock was seized by the Nazis. Mr. Travis, before joining WMAL, had been with United Press Radio, Los Angeles; WMC Memphis and KMOX St. Louis.

MEASURE YOUR ADVERTISING DOLLAR ANY WAY YOU LIKE



AS UTAH'S POPULAR NBC STATION IS YOUR BEST BUY

JOHN BLAIR & CO. – NATIONAL REPRESENTATIVES

MARKETING AWARD GIVEN TO JOHNSON

ARNO H. JOHNSON director of Media and research at J. Walter Thompson Co., was presented with the first annual award for leadership in marketing by the American Marketing Assn. at a luncheon held last Wednesday at the Hotel Commodore, New York.

The purpose of the award is to give public recognition to those making important contributions to the science of marketing. Mr. Johnson won the award for his entry "57 Million Jobs—a Postwar Goal and Opportunity."

Eight meritorious service citations were also awarded by AMA to the following: Don G. Mitchell, president, Sylvania Electric Products Inc., New York; Dr. Vergil D. Reed, associate director of research, J. Walter Thompson Co.; T. G. MacGowan, manager, research department, Firestone Tire and Rubber Co.; Richard D. Crisp, sales analyst, S. C. Johnson and Son; Alfred Politz, Alfred Politz Research; Ray B. Prescott, director of research, *Sales Management Magazine;* Everett R. Smith, director of research, Macfadden Publications; Alexander O. Stanley, manager foreign sales and research department, Dun & Bradstreet.

The board of judges making the presentation was headed by D. E. Robinson, vice president of La-Roche & Ellis.

The keynote speaker was Henry A. Wallace, U. S. secretary of commerce, whose address on "What Kind of Leadership in Marketing is Needed for Prosperity?" was broadcast on WMCA New York.

Video Course

COURSE in the fundamentals of video production will be given this summer for members of the American Television Society, utilizing the New York Public Library studio set-up as a laboratory. Bud Gamble, Farnsworth consultant, will conduct the chorus, to start next month.

FIRST ANNIVERSARY of the Fred A. Palmer Co., Cincinnati, consultants in radio management and operation, and public relations, saw staff increase from founder to nine and firm in larger quarters on seventh floor of Cincinnati's Union Trust Bldg. First row (l to r): Robert Parker, office manager; Robert M. Fleming, vice president; Fred A. Palmer, president and general manager. Upper row (l to r): Pauline Bradshaw, Mary Zehner, continuity chief; Juanita Parker, Essie Hupp, traffic and production. Inset (l) Marie Schulte, finance; inset (r) Fred Dodge, secretary.

Debate on WGN

DEBATE on the subject "Is the American System of Broadcasting on Trial?" was broadcast June 23 on WGN Chicago by A. D. Willard Jr., NAB executive vice president, and Clifford J. Durr, member of the FCC. Program was recorded in Washington. Mr. Willard took the position that the American system is always on trial—it is on trial by 140,000,000 Americans 24 hours a day, seven days a week. Commissioner Durr pointed to what he deemed flaws in the commercial system and referred to findings of the FCC Blue Book on soft spots in the system.

Apprenticeship Sessions

TELEVISION workshop is giving an eight-week summer "apprenticeship" course for video actors and directors, offering them a chance to participate in the workshop's telecast on WRGB Schenectady, as well as daily lecture and laboratory sessions from 10 a.m. to 4 p.m.

Turns Down Broadcast Of Vinson Taking Oath

BROADCAST of June 24 ceremonies marking the swearing-in of Fred M. Vinson as Chief Justice of the Supreme Court was not permitted by Charles G. Ross, secretary to President Truman. Mr. Ross merely told network representatives that the ceremony was not for broadcast. NBC, MBS and ABC has asked permission to pick up the elaborate 11 a.m. (EST) ceremony on the White House grounds.

Though no reason was cited for the refusal, the President spoke extemporaneously and it is known that he does not wish to be heard on networks in such cases.

Rutledge's Radio Ideas

"THE RADIO is so much devoted to advertising and sheer entertainment that it performs not half its possible functions," said Associate Justice Wiley Rutledge of the Supreme Court, speaking at the 117th commencement at Indiana U. Justice Rutledge said that education alone was not sufficient to make democracy work, and added that "sources of enlightenment" must be "governed alone by that sincere regard for truth . . . with an eye single to the general welfare, not that of some special interest." He received the honorary degree of Doctor of Laws at the ceremonies at the university.

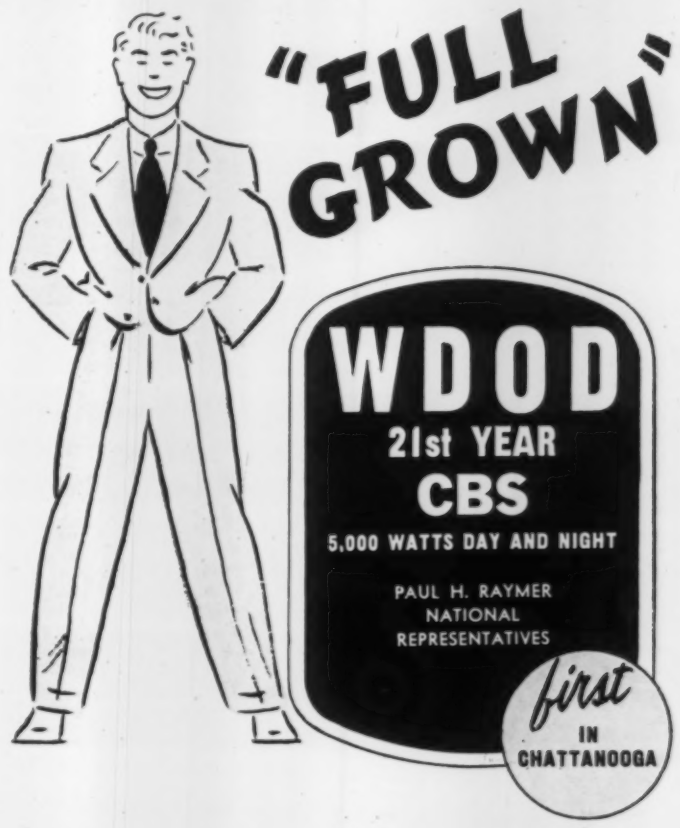
CORWIN INTRODUCTIONS

Radio Program in Nine Languages Prepared To Coincide With Writer's Visits

AN EXPLANATION of the significance of the "One World Award" flight by Norman Corwin, is being prepared by The Common Council for American Unity as a half-hour radio program in nine major languages for broadcast in countries to be visited by Mr. Corwin during his globe-circling trip [BROADCASTING, June 17]. Prepared in French, Swedish, Polish, Russian, German, Greek, Italian, Arabic and Chinese, program will be heard on the days Mr. Corwin and his assistant, Lee Bland, arrive in the countries where these tongues are spoken. In some instances, as in the case of France, program will be beamed directly by State Department shortwave facilities and rebroadcast on domestic wavelengths.

The French version was prepared with the collaboration of Paul Gilson, American representative of the French governmental radio network and includes a message by Charles Boyer. Swedish version is in preparation with the assistance of Naboth Hedin of the Swedish News Exchange and Tago Palm of the Swedish section of NBC's international division. Polish version is to be prepared with the help of Madame H. Saccard of the Polish Legation and the Italian is by Arnold Hartley, WOV New York program director.

The basic script was written by Jacques F. Ferrand, secretary of the One World Award Committee and chief of the radio division of The Common Council for American Unity, who is also the show's producer and director. CBS is providing recording and other technical facilities.



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★ Neat modern styling.

★ Complete unit design, including table and *new* plug-in cables.

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★ 7 channel mixer-4 preamplifiers.

★ 2 high quality main amplifier channels that handle 2 programs simultaneously—plus separate monitor and cueing channel.

★ 7 remote line input circuits—3 normalled through for program transmission or sending or receiving cue.

★ Controls arranged and coordinated for maximum operating flexibility.

★ Compact—only 36″ high, 55¼″ wide, 28¼″ deep, including table.

★ Completely wired for easy plug-in connection. Junction boxes supplied.

★ Opens up completely and easily for inspection and maintenance.

★ For *more* features, see your Graybar Broadcast Equipment Representative.

ACTIONS OF THE FCC

JUNE 21 TO JUNE 27

Decisions . . .

JUNE 21

BY COMMISSION EN BANC

Video—66-72 mc

Carter Publications, Fort Worth, Tex.—Granted CP new commercial video station on channel 5, 66-72 mc, effective peak radiated power 30.4 kw (visual and aural); effective antenna height above average terrain: 500 ft.

Commercial FM

Issued full CPs to seven holders of approvals; issued engineering approval to four grantees. (Story and list of grants on page 101, June 24).

FM-Unassigned

Ft. Wayne Bcstg. Co., Inc., Ft. Wayne, Ind.—Designated for hearing application for new FM station, to be heard in consolidated proceeding with applications of Midwest FM Network et al; orders heretofore issued in these dockets to be amended to include the Ft. Wayne Bcstg. Co., Inc., application.

Waiver of Rules

The Commission adopted an Order in re applications of WBNX Bcstg. Co., et al (Dockets 6013 et al) for FM stations in the New York-New Jersey area, ordering that Sections 1.73 and 1.141 of the Commission's Rules of Practice and procedure be waived for the purpose only of permitting amendments relating solely to additional data requested by the Commission in connection with the applications, to be filed directly with the presiding officer of the consolidated hearing; that the presiding officer be authorized to accept for filing all such amendments which comply with Section 1.74 of the Commission's Rules, and where no objection thereto is made by any party; that in the event of objection by any party to such amendment, said presiding officer be directed to refer said amendment to the Commission for action by the Motions Commissioner.

AM—1280 kc

The Travelor Publishing Co., Inc., Arkansas City, Kans.—Granted CP for a new station to operate on 1280 kc, 1 kw, daytime only.

AM—840 kc

C. L. Pursley & Louise Patterson Pursley, d/b as Pursley Broadcasting Service, Mobile, Ala.—Granted CP for a new station to operate on 840 kc, 1 kw, daytime.

AM—740 kc

Central Fla. Bcstg. Co., Orlando, Fla.—Granted CP for a new station to operate on 740 kc, 1 kw, DA, unlimited time.

AM—1490 kc

The Electronics Corp. of Puerto Rico, Mayaguez, P. R.—Granted CP for a new station to operate on 1490 kc, 250 w.

AM—730 kc

WPIK Alexandria, Va.—Granted CP to increase power from 250 watts to 1 kw, operating daytime on 730 kc, install a new transmitter and install new antenna coupling equipment and new remote reading antenna ammeter.

Petition

National Association of Broadcasters—Granted request for extension of time for filing briefs and requests for oral argument in the matter of, in re amendment to Sec. 3.407 of the Commission's Rules governing the announcement of Mechanical Records, and postponed time to Aug. 26, 1946.

Network Origination

American Broadcasting Co. Inc.—Granted application for a further extension of its permit under Sec. 325(b) of the Communications Act to use its studios and equipment located at 30 Rockefeller Plaza, New York City, and other studios throughout the U. S. where network programs may originate, for the production of programs for transmission to Canadian radio stations of the Canadian Bcstg. Corp. network.

AM—1230 kc

WIL St. Louis, Mo.—Adopted an order granting petition of WIL for reconsideration and hearing directed against the action of the Commission April 10, 1946, granting without hearing the application of Illmo Bcstg. Corp., for a new station in Quincy, Ill. The action of April 10 was set aside and the application of Illmo Bcstg. Corp. to operate on 1230 kc, 250 w, was designated for hearing and WIL made a party intervenor.

AM—550 kc

KTHS West Memphis, Ark.—Denied petition of KTHS to enlarge issue No. 3 in the proceeding upon its application to include determination of the service proposed by petitioner to the areas and populations which may be deprived of service from KTHS if its application to increase power and move station should be granted; ordered that the application of Radio Bcstg. Inc., for a new station at Hot Springs, Ark. to operate on 550 kc, 5 kw day, 1 kw night, be consolidated for hearing commencing June 25 with applications of KTHS, W. Wright Esch, Daytona Beach, Fla. and Hot Springs Bcstg. Co., Hot Springs, Ark.

AM—1090 kc

Hot Springs Bcstg. Co., Hot Springs, Ark.—Upon consideration of a petition of Hot Springs Bcstg. Co., requesting that its application be consolidated for hearing with applications of KTHS, et al., the Commission ordered that said application of Hot Springs Bcstg. Co. to operate on 1090 kc, with 50 kw power, unlimited time, DA night, be designated for hearing in consolidation with applications of KTHS Radio Bcstg. Inc., and W. Wright Esch.

Petition

McKeesport Radio Co., McKeesport, Pa.—Denied petition for review of the action of the Presiding Officer of the Motions Docket (Commr. Durr) on May 31, 1946, in denying petitioner's request for leave to amend its application for CP so as to request unlimited time instead of daytime only, and 5 kw instead of 1 kw, etc., and said action of the Presiding Officer of Motions Docket was affirmed.

AM—570 kc

G. W. Covington, Jr., Gadsden, Ala.—Granted CP for a new station to operate on 570 kc, 1 kw daytime.

AM—1400 kc

General Newspapers, Inc., Gadsden, Ala.—Granted CP for a new station to operate on 1400 kc, 250 w, unlimited time.

AM—1350 kc

E. L. Roberts, Gadsden, Ala.—Granted CP for a new station to operate on 1350 kc, 1 kw unlimited time; DA day and night.

AM—1590 kc

WAKR Akron, Ohio—Denied joint petition filed by WAKR KGVB Great Bend, Kans. Capprock Bcstg. Co., Lubbock, Tex. and Texas Broadcasters, Houston, Tex. to grant their applications without hearing, and ordered that the hearing, on application of WAKR to revise its nighttime DA with which it is now operating on 1590 kc, scheduled for June 24, proceed as scheduled, and that an informal conference be held with the other three parties to discuss issues involved in their applications.

Special Authorization

KOMA Oklahoma City, Okla.—The Commission on its own motion, ordered that the special temporary authorization for the continued operation of station KOMA be extended until September 1, 1946.

Experimental Video

The Journal Co. (The Milwaukee Journal), Milwaukee—Granted CP for a new experimental television station to operate on frequencies that may be assigned by the chief engineer from time to time; power 100 w peak, video; 100 w aural; emission A0, A3, A5 and special for FM and television.

Developmental

Cowles Bcstg. Co., Washington, D. C.—Granted CP for new developmental station to operate on frequencies that may be assigned by the chief engineer from time to time; 1 kw, special emission for facsimile.

RENEWAL OF LICENSES

The following stations were granted renewal of licenses for the period ending May 1, 1949: KPQ KVI WSUN.

* * *

Licenses for the following stations were further extended upon a temporary basis only, for the period ending Sept. 1, 1946, pending determination upon applications for renewals: KDYL and auxiliary KECA and auxiliary KFAR KFDM KFJZ and auxiliary KFQD KFYR KGBX KGCU KGFX KGHF KGMB and auxiliary KGW KHSL KLZ KLAC KMJ KOAC KOB KOH KOL KOY KPQ KRLD KROD KSAC KSD KSFO KSJB KSRO KTAR KTSA KUOA KUTA KXYZ and auxiliary KYA KVI KVOD KVOS KWTO KXOK WADC WAGA WATR WBT WDBO and auxiliary WCAO and auxiliary WCAX WDEV WDAF WDGY WEAN WEAU WEEI WFBM WFIL and auxiliary WGAN and auxiliary WHKC WHKY and auxiliary WINS and auxiliary WIOD and auxiliary WIP and auxiliary WIS WJAS WJLS WKAQ and auxiliary WKBN WKRC WKZO WLBZ WMAL WMAM WMBS and auxiliary WMC and auxiliary WMCA and auxiliary WMUR WNBF WNAX WNEL WOOD and auxiliary WPRO and auxiliary WREC and auxiliary WSGN WSJS WSKB WSUN WSVA WSYR and auxiliary WTAG and auxiliary WTAQ WTNJ and auxiliary WWNC.

* * *

Licenses for the following Non-Commercial Educational Broadcast stations were further extended upon a temporary basis only, pending determination upon applications for renewals, for the period ending Sept. 1, 1946: WBEZ WNYE KALW WBOE WIUC WBKY.

* * *

Licenses for the following FM Broadcast Stations were extended upon a temporary basis only, pending determination upon applications for renewals, for the period ending Sept. 1, 1946:

WFMN WMIT WNYC-FM WGTR WMTW.

* * *

Licenses for the following FM broadcast stations were further extended upon a temporary basis only, pending determination upon applications for renewals, for the period ending Sept. 1, 1946: WBRL WLOU WBCA KOZY WMLL WENA WDUL WQXQ WNBF-FM WTMJ-FM KHJ-FM WHNF KMBC-FM WGYN WEAF-FM WSM-FM WIP-FM WELD WHFM WTIC-FM WFIL-FM WDRC-FM WOWO-FM KYW-FM WGNB WHEF WTAG-FM WMOT WWZR.

* * *

Petition

Greater Huntington Radio Corp., Huntington, W. Va.—Granted petition insofar as it requests leave to amend application so as to specify frequency 800 kc with 1 kw power, daytime only, instead of 1450 kc, 250 w unlimited time, etc. The amendment was accepted and application removed from the hearing docket.

JUNE 24

ACTIONS ON MOTIONS

By COMMISSIONER JETT

WEAU Eau Claire,, Wis.—Granted petition for leave to amend its application so as to show a modified directional antenna array, etc. The amendment was accepted, the record in the case reopened, and without further hearing said amendment made a part of the record in Docket 7216.

Lancaster Television Corp., Lancaster, Pa.—Granted petition to dismiss without prejudice its application for a new television station.

WGAL Inc., Lancaster, Pa.—Granted petition to dismiss without prejudice its application for a new television station.

Midwest FM Network, Inc., Ft. Wayne, Ind.—Granted petition to dismiss without prejudice its application for a new FM station.

Midwest FM Network, Inc., Peoria, Ill.—Same.

(*Continued on page 73*)

Excess Insurance Covering

LIBEL and SLANDER

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Have your Insurance Broker write us for full details and quotations.

EMPLOYERS REINSURANCE CORPORATION

INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

Milestones

JOANNE TAYLOR, whose *Fashion Flashes*, sponsored on KMBC Kansas City by the John Taylor Department Store, is one of the oldest continuous retail promotions on the air, has been elected president of the Kansas City Women's Chamber of Commerce. Her program, of dramatic serial format, has begun its 14th consecutive year on KMBC in Monday through Friday morning quarter-hour period. . . . June 19 was proclaimed "WCPO Day" in Cincinnati by Mayor James G. Stewart when station observed its ninth anniversary of news service. As promotion tie-up, station feted all children who had their ninth birthday on that date.

Miss Tayor

Rounding out first year on ABC, *Club Time, for Thy Good Cheer* June 24 moved from Saturday morning period to Monday 10:45-11 a. m. Sponsor is Club Aluminum Products Co., Chicago, placing through Trade Development Corp., that city. . . . Special evening program June 16 marked fifth milestone of *Carson's of Willowbrook Farm*, daily noonhour feature of CBC western Trans-Canada network which originates from CBR Vancouver, B. C.

Heard continuously on WTOP Washington, since 1934, *Labor News Review*, conducted by Albert N. Dennis, June 13 presented 625th program and started 13th year on that station. . . . Marie Maxwell has begun her third year as conductor of *Story Time* on WTTM Trenton, N. J., weekday studio audience feature for youngsters. . . . ABC's *Quiz Kids* June 28 celebrated sixth anniversary. Miles Labs. is sponsor.

Theodore C. Kenney, chief engineer at KDKA Pittsburgh, has started his 20th year with the station. . . . WIS Columbia, S. C., July 10 observes 16 years of broadcast service and the following month the 15th anniversary of NBC affiliation. . . . Quarter-hour *Salute to Veterans* program broadcast on 30 Midwest stations and produced by Allen Miller Agency, Toledo, Ohio, celebrated its third anniversary this month by awarding overseas phone calls to war brides for a week. Program awards a call a day to men stationed overseas.

Theatre Wing Will Present Courses In Radio and Television for Veterans

COURSES in radio and television for returning veterans will be presented by the American Theatre Wing, New York, with registration for the radio division today (July 1) for the first of its eight-week sessions, due to open July 8.

GI bill of rights educational benefits apply to veterans taking this course. The theatre's plan is a cooperative effort by which active leaders in every branch of the profession turn instructors either for one class or an entire course. Sessions are open to all who can prove employment in the industry at the time their war service began.

All radio and television will be taught in the network studios with CBS, WNEW New York, ABC and MBS making available as many radio studios as necessary, and CBS, NBC and Du Mont cooperating to make their facilities available in television. Some features of the training are the use of professional material, regular production in studios exactly like an actual broadcast, playbacks with criticism, audition building classes, etc.

Earle McGill, producer-director at N. W. Ayer & Sons, New York, will direct the radio production course at the CBS studios. Radio writing courses will be given by Elwood Hoffman, CBS writing supervisor; Ted Cott, known for his development of several quiz programs, will teach station operation and management and radio acting will be taught by a group of commercial radio producers from the radio directors guild. Each of these directors will produce one complete recorded show each week. Audition building will be taught by Mary Hunter, assisted by directors from the radio directors guild.

Special courses will be offered in dialects for radio to be given by Luis van Rooten at WOR New York studios.

Worthington Miner, manager of the CBS television department, will direct the television courses with the close cooperation of NBC and Du Mont.

Hours of the courses in the Wing program will be fixed to suit working schedules of the veterans.

Executive director of the veterans program is Winston O'Keefe. Mary Hunter is director of course planning, Marjorie O'Shaughnessy, registrar, Byron McKinney, veterans adviser and Marie Correll, secretary. George Heller, president of AFRA, is chairman of the veterans committee.

WNBT Scores

THE STATEN ISLAND fire that took three lives and did an estimated $2,000,000 damage last week was filmed and telecast over WNBT New York. A few minutes after the blaze was reported a camera crew of NBC's WNBT was on its way to the fire on Police Boat No. 1. A second crew left for the fire 30 minutes later. Back in Manhattan by 6:30 p. m., the film record was rushed to the NBC laboratory, processed, edited and scored. By 10 p.m. the WNBT audience was given the first pictures of the fire shown anywhere.

CKCW IN MONCTON MOVES TO 1220 KC

CKCW Moncton, New Brunswick, is operating on 1220 kc, putting its new 5 kw transmitter in operation with the switchover. Station formerly operated on 1440 kc.

Dominion and provincial dignitaries took part in the switchover ceremonies, which were in charge of J. L. Blac, CKCW president. Staff members were introduced on the air by F. A. Lynds, managing director. After the switchover station engineers were interviewed.

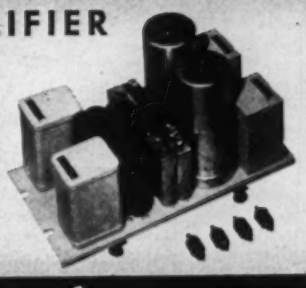
Promotion included street banners, window displays, newspaper space, singing station breaks, mobile P. A. systems and a 1220 turtle game in which each of several turtles in a store window had a number. Prizes were given when turtles lined up in proper order.

NBC will cover exclusively two major sporting events in July—the Hollywood Golden Cup, $100,000 horse race, to be broadcast July 27, and the Tam O'Shanter Golf Tournament, from Chicago July 25-26.

Worthy of an Engineer's Careful Consideration

TYPE 111-A AMPLIFIER

The 111-A Amplifier consists of two individual pre-amplifiers on a single chassis for use in high quality speech input equipment. Its compact unitized construction saves rack space. Input impedances of 30, 250 and 600 ohms; output impedance 600 ohms. It is quiet and has excellent frequency characteristics and ample power output with low distortion products.



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Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3

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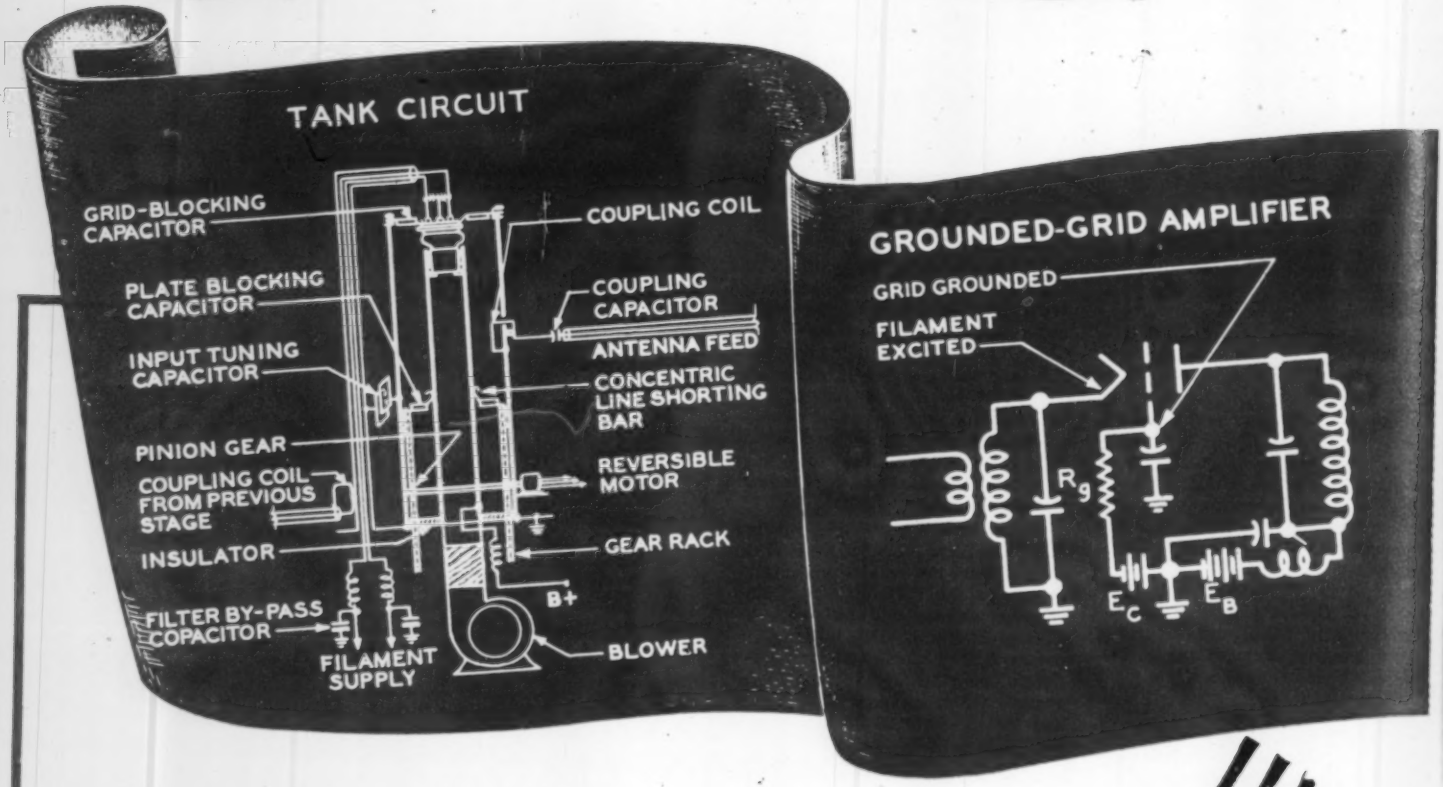
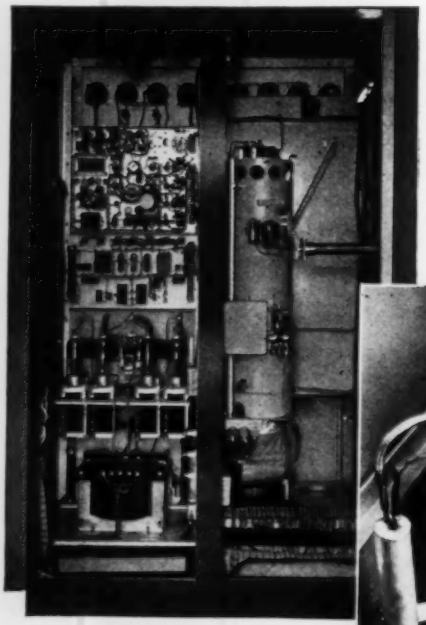
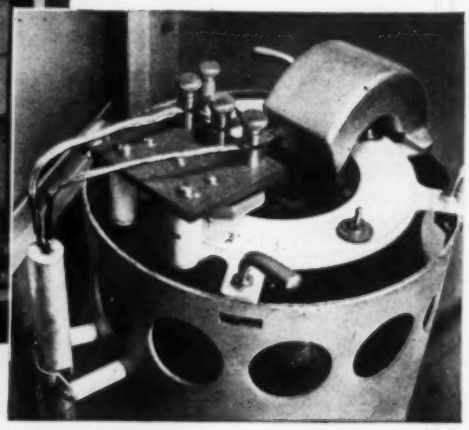






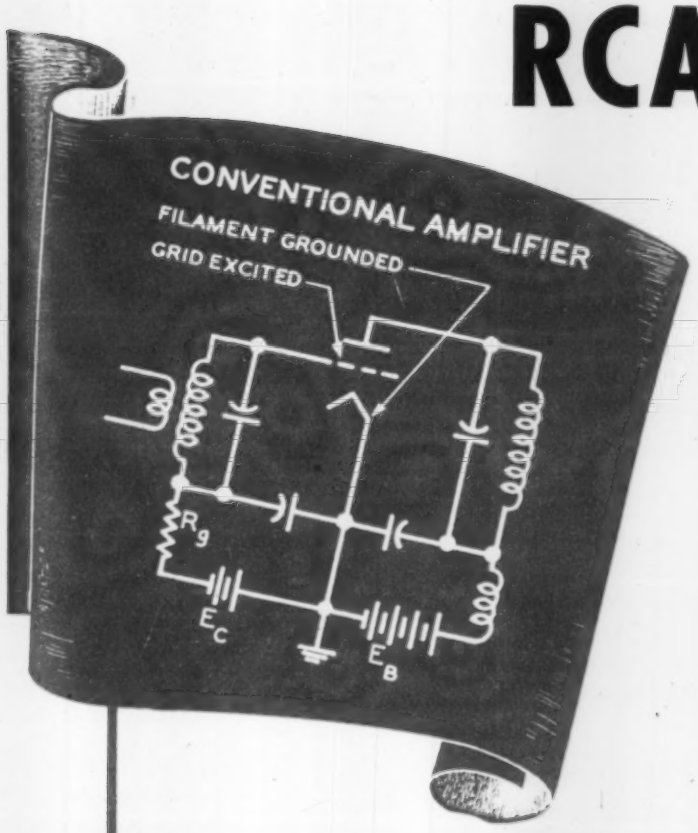
Amplifier tank assembly (right half of unit at left)—Visible are outer conductor of concentric-line plate tank, cathode transmission line at left, and motors to adjust cathode line, plate tank, and output coupling loop. Close-up below shows the RCA-7C24 in position, grid and filament clamps and connections, and air scoop to cool the tube seals.

Tube and grid-clamp assembly—The new RCA-7C24 (top) is a forced-air-cooled triode especially developed to get the most out of Grounded-Grid circuits. (Plate dissipation: 2-kw at frequencies up to 110 mc; power output: 4-kw at 110 mc, class C service.) The flange ring at the top of glass envelope is the grid terminal (a glass-to-metal seal). The grid support is conical in shape and extends well into the tube to provide complete shielding between filament and plate circuits. The circular grid clamp (right) is used to make connection to the disk-seal flange of the grid. With the tube and grid clamp in position (above, left), plate and filament circuits are effectively isolated and a direct, low-inductance path is provided to the grid. No neutralization is needed.

for greatest stability

...adds these *plus values* to the new

RCA FM TRANSMITTERS



✓ No neutralization is required for low-power transmitter ratings and it is an easy matter if ever required on high-power transmitters.

✓ Simpler circuits with fewer components than conventional amplifiers. Tune easier, introduce less distortion, and assure better program quality.

✓ Stability and lack of critical adjustment not previously obtained in 100-mc transmitters.

✓ Easier to increase power. You only have to buy the *additional* power required (i.e. a 250-watt transmitter plus a 750-watt amplifier equals a 1000-watt transmitter)—more efficient than adding a 1000-watt unit as is the case with conventional amplifiers.

✓ Smaller, less expensive tube types are required since greater output is obtained from the amplifier using a tube of a given size.

✓ Fewer spare tubes needed inasmuch as the same tube types are used in the driver and power amplifier of the 1-kw and 3-kw stages.

THE NEW RCA Grounded-Grid amplifier circuits are at once simpler and more stable than any heretofore used. As the name indicates, the grid of the tube is at r-f ground potential (instead of the filament as in conventional amplifiers). Input is applied to grid and filament and output is taken from plate and grid.

Using specially developed triodes (RCA-7C24's), RCA Grounded-Grid circuits are distinguished, principally, by these characteristics:

1. The possibility of self-oscillation has been reduced. Neutralization is seldom required.
2. The driver tube and output tube act in series to supply the load, greatly increasing the over-all efficiency when compared with the efficiency of conventional amplifiers.
3. Driving power required in Grounded-Grid circuits is higher than that in conventional amplifier circuits. But this power is not lost—it is merely transferred to the plate circuit and appears as output.
4. Lower output capacitance (approximately 16 mmfd C_{gp} as contrasted with more than twice this value in capacitance-neutralized amplifiers)—important to assure wide r-f bandwidth and low circulating kva in output circuits.

Add to these advantages the benefits derived from our "Direct FM" exciter circuit, and you will see why we believe an RCA FM Transmitter will mean money in your pocket and true "FM quality." Write Dept. 19-G1, Broadcast Equipment Section, Radio Corporation of America, Camden, New Jersey.

BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Lea's Letter to Clark Suggests Ouster of Woll in Petrillo Case

DISSATISFACTION with the prosecution of James Caesar Petrillo under the Lea Act by J. Albert Woll, U. S. District attorney for the Northern Illinois District, was expressed last week in a letter to Attorney General Tom C. Clark by Rep. Clarence F. Lea (D-Calif.), chairman of the House Interstate & Foreign Commerce Committee, and author of the Act [BROADCASTING, June 24].

Although Mr. Lea made it plain he does not want to cast "any reflection upon Mr. Woll's personal purposes or professional activities," he pointed out that the prosecuting attorney, who filed the criminal information against the music czar, is the son of Matthew Woll, second vice president of the American Federation of Labor, with which the American Federation of Musicians, which Petrillo heads, is affiliated.

"According to reports," wrote Representative Lea, "the district attorney has assumed a particularly friendly, if not apologetic, attitude toward the defense. Inferences are drawn that the district attorney lacks the spirit or purposes necessary for vigorous prosecution of the case. I do not accuse him of any lack of integrity or neglect of duty in the case.

"I would feel it unfortunate if a matter like this should be handled under circumstances that would justify even a suspicion of lack of interest or proper diligence in presenting the case," the letter continued. "I call the situation to your attention feeling that you, and in all probability Mr. Woll, would like to free the management of the case of any distrust or inference of lack of diligence in the matter."

Mr. Petrillo was charged in a criminal information filed by Mr. Woll with violating the Lea Act by calling a strike against WAAF Chicago because the station refused to accede to his demands to double its staff of AFM music librarians [BROADCASTING, June 17].

At his arraignment June 14 the AFM chief entered no plea, posted a $1,000 cash bond. His attorney, Joseph A. Padway, was given until July 15 to file motions, Aug. 5 to file supporting briefs and the Government was allowed until Sept. 9 to file reply briefs.

To Court in October

The case is expected to reach the Supreme Court for decision on constitutionality of the Act, now a part of the Federal Communications Act, in the October term. Mr. Petrillo has admitted that the station was picketed to test the Lea Act.

Mr. Woll drafted the original criminal information against the music czar, submitted it to the Attorney General's office, where it was redrafted and returned to him for filing after the FBI had investigated and reported on alleged violation of the Lea Act.

A Dept. of Justice spokesman said that on occasion district attorneys assign assistants to represent the Government where there is a friendship or relationship between the Government prosecutor and parties involved, although "such decisions are left to the discretion of the district attorneys."

Mr. Woll told BROADCASTING he did not feel he should relinquish prosecution of Petrillo merely because his father was an official of the AFL. He declared the relationship would have no bearing on his prosecution of the AFM president. Representative Lea said he did not question Mr. Woll's integrity or ability as a prosecutor but he felt it would be "unfortunate" if he continued to represent the Government in view of his "close relationship" with an official of the AFL.

Transit Series

AMERICAN TRANSIT Assn., New York, July 19 for 52 weeks starts *Spotlight on America* on MBS, Fri. 10-10:30 p. m. Weekly series will dramatize highlights in the week's news featuring George Putnam as narrator. Agency is Owen & Chappell, New York.

TECHNICAL

LECTURE series on wartime developments in electronics started June 27, 3 p.m., in Department of Commerce Auditorium, Washington, under joint auspices of Commerce, War and Navy Departments, FCC and National Advisory Committee for Aeronautics. Outstanding scientists in the field are appearing in the series of 14 lectures, to close Oct. 3. Talks will be recorded and published, if demand is noted. Tickets can be obtained from Erna Hallock, Room 1833, Commerce Bldg., Washington (phone District 2200, Branch 2506). Secretary of Commerce Henry A. Wallace addressed opening session, defining purpose and scope of the series.

RICHARD G. LEITNER, returned from active participation in development and installation of automatic weather station equipment for the Army, has been appointed chief electronic engineer of Lear Inc. of California, a subsidiary of Lear Inc. Mr. Leitner will headquarter in the company's office in Los Angeles.

Mr. Leitner

PRECISION APPARATUS Co., Elmhurst, N. Y. announces production of a 41-range, panel mount, AC-DC laboratory circuit tester, designed for receiver and transmitter service and other uses. Known as Series 864, unit serves as voltmeter, ohmmeter, milliammeter, ammeter and decibel meter.

RICHARD PAUL, engineer at WFIL Philadelphia, is the father of a boy. **DELMAR DENGATE**, WIP Philadelphia engineer, is the father of a girl, Patricia Ann.

EVARD SERVOSS, CBS engineer, is the father of a girl.

J. D. PARKER, in the CBS general engineering department, is the father of a boy, Richard S.

JOHN McCONNELL, ABC San Francisco engineer, has been elected chairman of local NABET chapter succeeding **MARK DUNNIGAN**.

WESLEY MOSHER, electrical engineer, has joined **NATHAN WILLIAMS**, Oshkosh, Wis., broadcast engineering consultant.

FIXED-PRICE sale of a surplus telephone and telegraph equipment on a nationwide basis has been ordered by War Assets Adm. Material is located in nine Signal Corps depots and is described in Special Listing L-44, obtainable at any WAA regional office. No sale will be made prior to 20 days from June 26, priority claimants having exclusive rights during this period. Items include wire, cable, relays, telephones, jacks, switch assemblies, etc.

WHOM Show Promotes Americanization School

PUBLIC SERVICE to promote the American way will be in the foreground of a new program on WHOM New York. The station has completed extensive plans for the broadcasting of an Americanization school during the months of July and August.

Having pioneered citizenship training by radio in 1941, WHOM's new project marks the first time that citizenship training is being offered by the station on a classroom basis in the foreign languages.

Weekly broadcast sessions will be conducted in Polish and in Italian with the Polish classes scheduled on Saturdays from 2 to 2:30 p. m. beginning July 6 and the Italian classes on Sundays from 2:30 to 3 p. m. beginning July 7.

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And their allegiance goes straight around the clock, for morning, afternoon and evening, our latest survey proves conclusively that WKNY is KING in KINGSTON as well as the rest of WKNY's kingdom.

Here's a royal invitation to help yourself to the crown jewels — rich buying dollars that are yours if you use the keys to this kingdom . . . WKNY.

	MORNING	AFTERNOON	EVENING	TOTAL
WKNY	**36.1**	**44.1**	**32.9**	**38.2**
Station "A"	13.2	10.0	14.9	12.5
Station "B"	12.3	12.1	20.9	15.5
Station "C"	26.2	15.8	11.5	16.3
Station "D"	6.1	7.4	7.6	7.2
Other	6.1	10.6	12.2	10.3

Total Calls 8,328 Conlan Survey Nov. 25 - Dec. 1, 1945

REPRESENTED BY JOSEPH HERSHEY McGILLVRA, Inc.
NEW YORK · CHICAGO · SAN FRANCISO · LOS ANGELES

WKNY

KINGSTON, N. Y.
MUTUAL

THE FRIENDLY GROUP
WSTV WFPG
WJPA WKNY

Value of Video for Auto Advertising Emphasized to Detroit Manufacturers

TELEVISION should be a prime advertising medium for the automobile industry, Paul B. Mowrey, national director of television for ABC, told the annual board meeting of the Automobile Mfrs. Assn. in Detroit last Tuesday.

Mr. Mowrey, first outsider to address the group in 45 years, pointed out that sight and movement are required to present fully the advanced design and modern refinements of motor cars and that "television provides these factors as no other known medium." The use of a Chevrolet car in a video program ABC presented for that company, he reported, "said more to the prospective purchaser by simply standing before the cameras than radio or publication advertising could have said in 10,000 words.

Cites Possibilities

"It follows," said Mr. Mowrey, "that in auto advertising over television the race will be to the swift. For the manufacturer who thinks of the most attractive features of body and design, thinks of them first, and puts his ideas into execution first, will be the winner in the battle for sales. There will no longer be any room for argument about who brought out the most practical improvements or who builds the better car, for the home video screen will tell the story beyond cavil."

"We at ABC," he concluded, "freely admit that we are in the experimental state in the presentation of television programs for your industry. We are not yet certain which types of shows are best fitted to serve your needs, but we are finding out. I say to you that we cannot find all the answers by our own efforts alone; we need your help. That is why we do not present television to you as a proved commercial venture at this stage of the game, but, on the contrary, we do ask you to come along with us and blaze the trail for the future. You will find that your lessons will have lasting value and will have been economically learned."

WHEN MAYOR Earl G. Glade of Salt Lake City (l) participated in *Edwin and Gerald Bates* program on KSL, it was an old experience. The major formerly was general manager of KSL. He's pictured at rehearsal with Parley Baer (c) and Francis Urry. Mayor Glade played himself in the comedy drama in which Peggy Ann Garner, of 20th Century-Fox, was co-starred.

BORDEN BABY

Hunt Infant Born When Program Was Started

PRODUCERS of Borden's County Fair began searching last week for a baby born at the same time as the program—July 10, 1945. Program which originated on another network and a different time is now heard on CBS at 1:30 p. m. Saturdays, celebrates its first birthday on July 13.

A baby born on July 10, 1945, at 7:30 p. m. (if one can be found) will receive gifts of all sorts and will be brought to New York with its parents as guest of the program. To find the child born at such an hour and on that date, the program's producers are asking parents to send in letters containing an affidavit from the hospital where the child was born or a statement from the birth records department of the County Clerk's office attesting to the exact time and date of birth. Agency is Kenyon & Eckhardt, New York.

FRENCH EXCHANGE PLAN IS ANNOUNCED

PLAN for the Franco - American radio program exchange was announced last week in New York by Robert Lange, North American director of Radio Diffusion, French broadcasting system, who just completed a tour of U. S. radio stations on behalf of the project [BROADCASTING, April 29, May 20].

Mr. Lange stated that after conferring with executives of 150 stations and the four networks, 145 stations and the networks were receptive to the idea.

Radio Diffusion, he said, was prepared to produce either live or transcribed programs on such things as news reports on the French scene, fashions, interviews with American travelers. Basic purpose, explained Mr. Lange, would be to promote better understanding between the nations.

Most shows would be in English, with some in French for French-speaking populations in America, Mr. Lange said. He stated that KNX and KFWB Hollywood had tentatively agreed to participate in production of Hollywood fashion shows written in French.

Program exchange is expected to be in force by fall, said Mr. Lange.

Writes Pamphlet

WILLIAM W. CHARLESTON, manager of KPO-NBC building, San Francisco, is author of pamphlet on theatre air conditioning, to be published by National Association of Practical Refrigeration Engineers.

News

BILL FOULIS, night news editor of KFEL Denver, has been presented the Bronze Star Medal. During the war he served overseas as SHAEF air staff correspondent. For his outstanding work in publishing the first free newspaper last year in the Netherlands he also received the Gold Medal of Honor of the Order of Orange-Nassau from Queen Wilhelmina.

ROBERT ST. JOHN, NBC commentator, June 27 received a certificate of appreciation from the U. S. Maritime Service in recognition of the contribution made by him to the U. S. Maritime Service and Merchant Marine.

FRANK ECKERSLEY has joined CJOC Lethbridge, Alta., as news editor. He was formerly with CFAC Calgary and West Coast stations.

PAUL SPEEGLE, San Francisco Chronicle feature writer, has been signed to do weekly 15-minute news program on KQW San Francisco.

BERTRAM L. HUGHES, newscaster of KXOK St. Louis, June 27 was feature speaker at Southern Illinois Normal U., Carbondale, Ill.

PHILIP V. FLEMING, released from the Army as warrant officer in communications, has been added to the news department of WBZ Boston-WBZA Springfield, Mass. He served in ETO for 20 months.

BILL MINEHART, announcer-writer at AFRS station WVTM Manila and in service for three years, has rejoined KORE Eugene, Ore., as newcaster and announcer.

CARL STUART is special correspondent assigned by KLZ Denver to cover Pacific atomic bomb tests. He was to arrive off Bikini Island June 29.

BILL SCHOMETTE, agricultural authority in the Southwest, has resumed his duties as farm director and farm newscaster at WOAI San Antonio, Tex., following release from the Army.

GORDON GAMMACK, correspondent for the Des Moines Register and Tribune in ETO during the war, has been added to the newscasting staff of KRNT Des Moines. He presents Monday through Friday 6-6:10 p.m. program. While in ETO, Mr. Gammack recorded interviews with Iowa servicemen for KRNT. At present he is writing daily column for the Register and Tribune.

VINCE LONERGAN, released from the Marines and formerly with WMFG Hibbing and KDAL Duluth, Minn., has been added to the special events and production staff of WEAU Eau Claire, Wis.

JIM DUDLEY, former sportscaster for WJJD and WIND Chicago, and released from AAF after two years in the Pacific, is now broadcasting the Newark Bears' baseball games on WBYN Brooklyn.

KLS News Plane

TO AID news coverage, KLS Oakland, Calif., has acquired two-place Piper cub plane. Station's news editor, Craig Harris, holds commercial pilot's license. In addition to pair of special events men plane can carry light weight remote or recording equipment.

Work Begins on WNOC Transmitter Structure

WORK has started on construction of the transmitter building for the new WNOC Norwich, Conn., to operate on 1400 kc 250 w fulltime. Site is located on the Norwich-New London turnpike on an elevation close to the Thames River. Studios are under construction in the Porteous & Mitchell Bldg., Norwich.

Opening of WNOC is scheduled for early August. Station will have WE transmitter, Presto turntables and recording equipment and Lingo tower. Chief engineer is Clayford Holt. Owners of the station are H. Ross Perkins, recently a lieutenant in the Coast Guard Reserve, and J. Eric Williams, former commercial manager of WPRO Providence and on the sales staff of WDRC Hartford.

Return to CBC

EIGHTY-FIVE employes have returned from active services with Canadian armed services to the CBC, Dr. A. Frigon, CBC general manager, told the Parliamentary Committee on Broadcasting at Ottawa. They have been reinstated in jobs at least equivalent to those they held prior to going in uniform, and annual salary increases and pension fund payments have been given them during their absence.

FISHING RIVALRY
Trophy Cements 'Bays' Sports Relations

The Goodwill Trophy

"BATTLE of the Bays," an interstate angling contest between two picked teams of fishermen representing the States of Maryland and Delaware, was resumed last week, after a four-year layoff.

There was a new impetus—a specially designed trophy cast in bronze and mounted on a mahogany background presented by the sponsors, WFBR Baltimore, the *Baltimore Journal-Every Evening* and the *Wilmington Morning News.*

The trophy pictures the seals of the respective states; fishing boats common to the individual bays and such fish as striped bass, weakfish and croakers that are native to those waters. The award was designed by Jack Bell, outdoor writer-artist of the *Washington Post* and modeled by Francis J. Zucchet, noted architect who designed the bronze plaque for the Unknown Soldier's Tomb at Arlington.

SPEED GOES UP
COST COMES DOWN

with more
space available
to handle your shipments

TWICE AS FAST! Yes, many Air Express shipments now travel at almost double former air-speeds — in the swift new planes now operated by the Airlines.

YET COST IS DOWN. Reduced rates (see table) include special pick-up and delivery, making same-day delivery possible between many airport towns and cities.

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AIR MILES	2 lbs.	5 lbs.	25 lbs.	40 lbs.	Over 40 lbs. Cents per lb.
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549	1.07	1.42	3.84	6.14	15.35c
1049	1.17	1.98	7.68	12.28	30.70c
2349	1.45	3.53	17.65	28.24	70.61c
Over 2350	1.47	3.68	18.42	29.47	73.68c
INTERNATIONAL RATES ALSO REDUCED					

WRITE TODAY for the Time and Rate Schedule on Air Express. It contains illuminating facts to help you solve many a shipping problem. Air Express Division, Railway Express Agency, 230 Park Avenue, New York 17, N. Y. Or ask for it at any Airline or Railway Express office.

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GETS THERE FIRST

Phone AIR EXPRESS DIVISION, RAILWAY EXPRESS AGENCY
Representing the AIRLINES of the United States

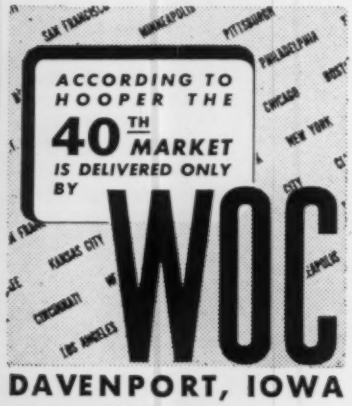
INTERNATIONAL MILLING COMPANY

buys WOC for the

QUAD Cities

(DAVENPORT, ROCK ISLAND MOLINE, E. MOLINE)

Since 1943, Hooper and Conlan surveys have shown that only WOC delivers the Quad-Cities — the largest metropolitan area between Chicago and Omaha; and between Minneapolis and St. Louis. It's the 40th retail market in the nation, with approximately 218,000 population.



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BURYL LOTTRIDGE, Manager

BASIC AMERICAN NETWORK
5000 WATTS—1420 Kc.
FREE & PETERS, INC., National Representatives

Equal Party Time In Canada Urged

Dunton Cites Freedom Right To Government Committee

EQUAL TIME to all political philosophies should be given by Canadian broadcasting stations, Davidson Dunton, chairman of the Board of Governors, Canadian Broadcasting Corp., told the Parliamentary Radio Committee June 20. Responsibility of radio operators to maintain freedom of speech on the air encompasses the right of Canadians to hear views of all parties, he felt.

Under persistent questioning by members of the committee, Dunton stated that the CBC not only had the authority but might under certain circumstances insist that an independent station sell time to any political party if any number of Canadians were interested in hearing that party's views, especially if the party had been under attack on the air. CBC policy was that all different points of view should be expressed on the air. If independent stations line up to these fundamental obligations then they had the right to reject or accept applications for time. If independent stations were found abusing this privilege, the CBC could step in under the authority of its regulations.

Questioned about refusal of sale of CHAB Moose Jaw, Sask., to the provincial government, Mr. Dunton stated that the application for transfer of the license had been turned down by the licensing authority, C. D. Howe, Minister of Reconstruction, and not by the CBC. The CBC had not objected to the transfer, but had pointed out that the transfer involved governmental policies on which it could not advise.

General Procedure

Mr. Dunton stated that generally all recommendations for licenses and transfers as recommended by the CBC Board of Governors are accepted by the licensing authority. Asked about transfer of frequencies of CFRB Toronto, and CFCN Calgary, so that CBC new 50 kw stations could occupy these frequencies, Parliamentary Committee Chairman Maybank stated these would be left over until CBC reports on its future plans.

Mr. Dunton pointed out however, that CBC policy can be summed up (1) that CBC intends to maintain control of all national broadcasting, (2) that CBC will continue to encourage development of local broadcasting by privately-owned stations.

Dr. Augustin Frigon, CBC general manager, told the Committee that the CBC had been forced into the direct advertising field chiefly by tie-ups with United States networks. (He did not explain that currently CBC is starting to sell local advertising on its individual stations in order to increase revenue for expansion.)

ALLIED ARTS

WILLIAM E. EWING, former time-buyer of The Blow Co., New York, and salesman for Spot Sales, that city, has been added to the New York offices of Arthur B. Church Productions as eastern sales representative. Since release from the Army last year he has been special features salesman for United Press.

O. R. (Jim) BELLAMY, former account executive with WLW and WSAI Cincinnati and returned from duty as lieutenant with the Marines in the Pacific, has joined the Cincinnati staff of Frederic W. Ziv Co. **HOWARD A. OTTE**, former Chicago representative of American Institute of Food Products, has been added to the Ziv Chicago office.

ELECTRONIC Corp. of America, New York, will display full line of new ECA radios at Music Merchants Show at the Palmer House, Chicago, July 15-19.

JOHN PURCELL, former public relations director of the Norden Bombsight Project, New York, has formed a public relations and publicity firm under his own name. Located at 80 Lafayette St., New York, the new firm has been retained by Carl L. Norden Inc., New York, precision equipment designing.

COMMDR. HARRISON HOLTON, USN, has been named officer in charge of the Radio Programming Section of the Navy's Office of Public Information. He succeeds **LIEUT. COMMDR. RICHARD ADAMS**, released from the Navy, who is applying for a new station in Framingham, Mass., on 1190 kc, 1 kw daytime.

MAX J. MANAHAN, for 10 years chief electrical engineer of Delco Radio Division of General Motors Corp., Kokomo, Ind., has been appointed director of engineering for Hoffman Radio Corp., Los Angeles (receiver sets, equipment). **AL BENNETT** has been made chief engineer of receiver section, with **ELMER GERTSCH** manager of special apparatus division, and **STANLEY CUTLER** chief engineer for special apparatus section. **WALTER S. HARMON**, for 10 years engineering vice president of firm, has resigned to open his own office as manufacturers' agency.

M. F. CHAPIN has been appointed transmitter representative in the central district of General Electric Co. Electronics Dept. Former active broadcaster, Mr. Chapin will be responsible for the sale of broadcast, marine and aviation electronic and communications equipment in the northwest portion of that district. He will headquarter in Minneapolis.

HARVEY TULLO, who recently resigned as vice president in charge of purchasing, Zenith Radio Corp., Chicago, has rejoined Emerson Radio and Phonograph Corp., New York, as director of purchases,. Having long experience in the radio manufacturing field, Mr. Tullo at one time served with the Kolster, Pilot and Emerson radio companies in purchasing capacities before his association with Zenith.

CHARLES V. DRESSER, before nve years of Army service with Lord & Taylor, New York, has been appointed eastern sales manager of Wright-Sonovox, Hollywood. He will headquarter at 444 Madison Ave., New York.

CIO at WMCA

THE UNITED Office and Professional Workers of America (CIO) last week announced that 55 WMCA New York white collar workers had joined its radio guild (see CLOSED CIRCUIT, June 17). Group will petition the management of the station for recognition of its union. Meanwhile however, the International Brotherhood of Electrical Workers (AFL) is reportedly attempting to get a foothold and it claims to have a number of authorization cards among the same group. Negotiations are being held between the unions possibly to decide the issue without an election.

Returns for Three

SEPT. 8, 5-5:30 p. m. EST, *The Shadow* returns to Mutual network with largest number of stations, 207, signed to date for three regional advertisers which sponsor the mystery program produced by Charles Michelson Inc., New York. The Delaware, Lackawanna and Western Coal Co., New York (Blue Coal), will sponsor program on 26 MBS stations in the East. G. Barr & Co., Chicago (Balm Barr and cream shampoo), is using 97 outlets in the Midwest and on the West Coast while Carey Salt Co., Hutchinson, Kan., is sponsoring program on 84 affiliates in the Northwest, Southwest and Southeast. In addition *The Shadow* is carried transcribed under local sponsorship on an additional 85 individual stations in areas not covered by the network broadcast.

WAKR AKRON

First in Listeners!

TOTAL RATED PERIODS*

*HOOPER STATION LISTENING INDEX — OCTOBER 1945 THROUGH FEBRUARY, 1946

FM WAVED ITS WAND FOR JUNE

Favorite Find of WTMJ-FM Signs NBC Contract After Station Starts Her Career

FROM FM TO FAME is the pattern for June Shielman's modern Cinderella saga. WTMJ-FM Milwaukee calls her "FM's First Find."

Three years ago, WTMJ-FM was looking for a young Milwaukee girl singer to appear on that station's *Radio City Concert Hour*. June, then 17, seemed to fit the bill, though she had had little or no voice training. Her soprano voice was unaffected and sweet, her personality unspoiled, according to station directors.

It happened that she was the oldest of a family of five, and the

June Shielman

housekeeper and "mother" to them all, as their mother had been dead for a number of years.

For a year she was principal soloist on the series. Her improvement was so rapid in that year that the *Milwaukee Journal*, owner of the station, decided to give her an all-expense one year music scholarship in Chicago. While studying there with Richard De Young, she went back to Milwaukee every Thursday for the *Concert Hour*.

At the end of the first year of study, the *Journal* felt that her progress deserved another year of training to round out her musical education. So that year she spent most of her time in Chicago, returning to Milwaukee only once a month for an FM appearance.

The proud WTMJ-FM has now learned that she has won a contract with NBC on *Design for Listening*, which started Thursday night, June 13. NBC has also signed June to appear as soloist on the daily *Words and Music* program, starting in August.

FM's Cinderella has arrived.

XEX BEGINS 25 KW OPERATION JULY 15

XEX MEXICO CITY July 15 commences operation on the 730 kc 1-A Clear Channel assignment, using power of 25 kw at the outset. A gradual increase of power will follow until the station reaches its maximum of 500,000 w, as authorized by the Mexican Federal Communications Commission [BROADCASTING, May 27]. Employing six directional antennas, XEX plans a future coverage of the entire North American continent.

Hispana Import Corp., Los Angeles, has been named exclusive commercial representative of XEX in the United States and Mexico. Firm also represents Cadena Radio Continental, Mexico. George A. Kessler, vice president of Commercial Inter-Americas, S. A., Mexico City, has been appointed commercial manager of the station.

NARBA Notification

MEXICO, under the North American Regional Broadcasting Agreement, has notified the U. S. of the following new stations: 1180 kc—5 kw, Class II daytime station, XEPK Pachuca, Hidalgo, to begin operations Oct. 20; 1340 kc—250 w Class IV station, unlimited time, Durango, Durango, to begin Dec. 10; 1570 kc—XERF Piedras Negras, Coahuila, deleted.

FACSIMILE CLAIM IS CALLED INVALID

EDITOR, BROADCASTING:

The June 10th, 1946, issue of BROADCASTING contained an article on Page 96, the first paragraph of which stated:

"——, the first facsimile message ever flashed to a moving train was received perfectly aboard a B & O train between Baltimore and Washington last Tuesday."

Since BROADCASTING Magazine may be a source book for historians of the future, this statement should not go unchallenged, so let us refer you to Page 355 of the *Railway Age* for August 26, 1944 from which we quote as follows:

Quotes Article

"On August 15, 1944, the Chicago, Rock Island & Pacific demonstrated the use of radio-controlled facsimile machines for the transmission of handwritten or typewritten messages from an office at Blue Island, Ill., to the caboose on a freight train en route westward from Blue Island to Joliet, Ill.

The equipment used was furnished by Radio Inventions, Inc. The actual messages transmitted are framed in our office, under the following heading:

FIRST FAXIMILE MESSAGE
From fixed point to moving train by space radio, from Rock Island dispatchers office to Laboratory car.
Aug. 15, 1944

The text of the two messages reads as follows:

ROCK ISLANDERS EVERYWHERE:
The Communication by radio of written messages in facsimile from wayside stations to moving trains is another forward step in the Rock Island Lines' program of Planned Progress.
Great practical possibilities for the use of radio in railroad operations have been revealed by our tests and experiments. The addition now of facsimile communication is still another stride in the Rock Island's march toward leadership in America's transportation industry.

J. S. FARRINGTON

ROCK ISLAND LINES
Train Order No. 76
August 15, 1944
TO C & E Electronic Field
Laboratory Car #17887
At Blue Island WY Operator
We are testing Faximile over ROCK ISLAND Station "WIOXTH" on a Freq of 39.540.
This copy is being received at the rate of 3" per minute.

E. A. DAHL
Made COM Time 10:40 a.m. WY OP.

These original messages indicate how completely satisfactory the copy was. The speed of transmission was 3 lineal inches per minute; that is, 24 square inches per minute.

We agree with the quoted prediction* by Mr. A. Warren Norton, Press Wireless President, that within a relatively short time railroads and airlines will utilize facsimile for dispatching trains and planes and message traffic.

R. W. BRISTOL
Executive Vice President
Radio Inventions Inc.
New York 14, N. Y.

June 20, 1946

*— This is given on Page 96 of your June 10th issue in this same article.

THE SLY OLD GENTLEMAN

This station's grand old personality, TOM OWENS, (who has become a favorite with early risers) now treats later KFI listeners to ten minutes of local news at 9:30 a.m. daily. In that quiet and homey voice of his, TOM OWENS tells folks about the goings-on in this little town we call Los Angeles. The program is entitled "Local Page" and devotes much time to real human items that somehow become buried under the avalanche of international reports. Take our word for it, "Local Page" is a bright spot in the morning schedule on KFI (and sponsored too) which affords those listeners who don't rise with the sun their first opportunity to hear that topflight entertainer—TOM OWENS.

THE LIFE AND LOVES OF MAGIDOW

Now a few facts and statistics on the charming young pianist—Lillian Magidow—winner of the 1945-46 "KFI-HOLLYWOOD BOWL YOUNG ARTISTS COMPETITION." Lillian was born in Los Angeles on December 2, 1929. She comes of a non-musical family but has studied the piano since she was eight. At present Miss Magidow is a Junior at Fairfax High School and her favorite subject is English Lit. Along with taking the top honor in the YOUNG ARTISTS COMPETITION, Lillian won the 1946 P.T.A. Musical Scholarship Award. Her instructor is Miss Steuber of the Music Faculty at the University of Southern California.

CLEAR CHANNEL
640 KILOCYCLES **KFI** 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

West Says Ad Groups Should Formulate Guide For Public

A PROPOSAL that the American Assn. of Advertising Agencies and the Assn. of National Advertisers collaborate to name a task force to devise a campaign guide to give business fundamental information on how it should tell its story to various segments of the public, was made last week by Paul S. West, president of ANA, speaking before the Pacific Advertising Assn. at Spokane, Wash.

Patterned after the guide formulated by the War Advertising Council, this task force would collect and disseminate the simple arithmetic of business for the worker, farmer, dealer and stockholder. The plan would develop a well-rounded program, and would prepare sample advertisements suitable for sponsorship by the various businesses interested.

Armed with such information the advertiser, and the producer, could couple good-will with cultivating customers, Mr. West said, "The good will each advertiser has built up through his trade marks or store names assures his story visibility and credibility—qualities that are often lacking when a basic story of this kind is told through group action," he said.

These basic stories, Mr. West said, could be told nationally, regionally and at the local level.

Commenting on what he considers the failure of American industry to supply "the golden flood of goods," Mr. West said he was of the opinion that failure to recognize two things was the basic cause of today's lack. Quoting Walter Lippmann, noted analyst, he said that business had failed to realize that reconversion would occur in an atmosphere of confusion stemming from altered values and changed ideas, and secondly, Mr. West said, quoting the late Franklin D. Roosevelt, advertisers and businessmen had not altogether achieved cultivation of the science of human relationships.

To achieve this goal was of great importance he said, adding that to the advertisers, objectivity of outlook is the only way in which he can cultivate this science.

Orlando Unlimited

CENTRAL FLORIDA Broadcasting Co. received a CP for a new station in Orlando, Fla., on the 740 kc Clear Channel assignment with power of 1000 w, using a directional antenna unlimited hours of operation, instead of daytime only as listed in BROADCASTING, June 24.

SOUTHERN BELLES that strike a responsive chord are the five, attractive girls, all on the staff of WDNC Durham. They are (l to r): diminutive Connie Keller, receptionist, who goes in for the 1915 model; Helen Barbee, traffic director; Margaret O'Leary, continuity chief; Sue Taylor, office manager; and Donna Jean Smith, bookkeeper.

STAFFERS OF WKNB NAMED BY WINDSOR

APPOINTMENT of a staff of 14 persons for the new WKNB, New Britain, Conn., has been announced by Station Manager Walter M. Windsor. Outlet, licensed to the New Britain Broadcasting Co. for 1 kw operation on 840 kc, is scheduled to go on the air Aug. 1.

Entire male segment of the staff served during the war in either the Army, Navy or State Dept. Mr. Windsor, himself, managed the expeditionary station at Ahwaz.

WKNB's chief engineer is Maxmillian A. Swoboda, former chief maintenance engineer for the OICA, State Dept. and prior to that with WDAN Danville, Ill., and WINS New York.

Transmitter operators are Richard Mack, formerly with Thomas J. Valentino Inc., producers of transcriptions and sound effects, and Gabriel Langfelder, previously with WLBZ Bangor, Me.

Program director David Scott comes from WJLS Beckley, W. Va., and WCOL Columbus, Ohio, as well as wartime service with the Armed Forces Radio Service throughout North Africa.

William Ray, Navy veteran and secretary of New Britain Broadcasting Co., has been named WKNB comptroller.

Phil Cross, GI announcer in the Pacific Theatre and formerly with KUTA Salt Lake City and KFDA Amarillo, Tex., has been appointed sports and news editor. Announcing staff of WKNB includes Hal Graves, formerly program director of the AFN at Bremen, Germany and Douglas Way, with Army stations in North Africa. Virginia Murphy, until recently manager of a station in a Richmond, Va., veterans' hospital, will be in charge of the new station's continuity and traffic department. Jac A. Cushman, former assistant financial editor of the *Hartford Courant*, is publicity and promotion director.

WKNB's local sales will be handled by Tom Orpwood, formerly of Baltimore.

New Production Book

HANDBOOK on *Radio Drama Production* has been published by Walter Krulevitch, program supervisor, and Rome C. Krulevitch, script editor of WHA Madison and radio instructors at the U. of Wisconsin (Rinehart & Co., New York, $2.75). Chapters cover the director, studio and assistants; analyzing and casting the script; sound, music and levels; rehearsals and broadcast; audition material; acting, sound effects and music exercises. Episodes for advanced direction are given and four radio plays are presented. Additional material is provided in an appendix.

When you buy

NBC

be sure you get

KOH

RENO, NEVADA

Serving Wealthy Western Nevada

Paul H. Raymer Co., National Representatives

1000 Watts 630 Kilocycles

FCC Actions

(*Continued from page 62*)

Western Reserve Bcstg. Co., Cleveland—Granted petition to dismiss without prejudice its application for a new station.

Telair Company, Chicago—Granted petition to dismiss without prejudice its application for a new FM station.

Lake Bcstg. Co., Inc., Gary, Ind.—Granted petition for continuance of hearing now scheduled for June 24 in re application for CP and continued same to July 8.

North Carolina Bcstg. Co., Inc., Greensboro, N. C.—Granted petition for leave to amend its application for FM construction permit so as to supply additional engineering information, etc., and the amendment was accepted.

Peoria Bcstg. Co., Peoria, Ill.—Granted petition for leave to amend its application for new FM station, so as to specify Rural coverage instead of Metropolitan coverage, etc., and the amendment was accepted.

Bullard, Metcalf & Goodlette, Hazard, Ky.—Granted motion for waiver of Sec. 1.384(a) of the Commission's Rules, and accepted movant's written appearance in re its application for a new station.

Cuyahoga Bcstg. Co., Cleveland—Granted motion for waiver of Sec. 1.384(a) of the Commission's Rules and accepted written appearance in re application for CP.

Nathan Schwartz, Chicago, Ill.—Granted petition to dismiss without prejudice its application for a new FM station.

Pilgrim Bcstg. Corp., Manchester, N. H.—Granted petition to dismiss without prejudice its application for a CP.

Nashua Bcstg. Corp., Nashua, N. H.—On Commission's own motion, ordered that application for CP for new station be removed from hearing docket (conflict removed by action on Pilgrim petition noted above)

Hughes Productions Div. of Hughes Tool Co., San Francisco—Granted petition for leave to amend application for television CP, so as to subsitute FCC Form No. 330 (Application for New Television Broadcast Station Construction Permit) in place of FCC Form 309 (Application for Experimental Broadcast Station) and Form 333 (Modification of Outstanding Experimental Construction permit to change into a Commercial Television Construction Permit); change names of applicant to Hughes Tool Co., and show complete data on corporate structure, and to show revised engineering information relating to equipment, antenna, transmitter location and service area; accepted amendment filed with petition.

A. J. Fletcher, Greensboro, N. C.; News & Observer Pub. Co., Raleigh, N. C.—Granted petitions requesting continuance in consolidated hearing upon applications of A. J. Fletcher, Greensboro, N. C., The News and Observer Publishing Co., Raleigh, N. C., and High Point Enterprise, Inc. High Point, N. C., for new stations; hearing continued to July 17, 1946. Objection to ruling noted by High Point Counsel.

Kenneth G. Zweifel, Freeport, Ill.—Granted, in part, petition for continuance of consolidated hearing on applications of Kenneth G. Zweifel and Freeport Bcstg. Co., for new stations at Freeport, Ill., hearing continued to July 31, 1946.

San Diego Bcstg. Co., San Diego, Calif.—Granted petition for leave to amend application for CP so as to specify a change in power from 5 kw unlimited time, to 5 kw LS, 1 kw night, unlimited time; show revised data concerning proposed service area; and to submit Supplement No. 2 to amend engineering exhibit to show revised engineering information relating to facilities requested; accepted amendment filed with petition.

Bay State Beacon, Inc., Brockton, Mass.—Granted petition for leave to amend application so as to show changes in number of shares of stock issued and outstanding; to show changes in stockholders and directors, etc.; accepted amendment filed with petition.

Ingham S. Roberts, et al, d/b as Westex Bcstg. Co., San Angelo, Tex.—Granted motion for authority to take depositions in proceeding upon application for CP and waiver of Sections 1.221 and 1.227.

WJAR Providence, R. I.—Granted petition for leave to intervene in hearing on application of Central Connecticut Bcstg. Co., New Britain, Conn.

WBTM Danville, Va.—Granted petition for extension of time for WBTM to file exceptions to Proposed Decision re Dockets 6936, 6938 and 6939 to and including July 8, 1946.

Taylor Bcstg. Co., Taylor, Tex.—Granted motion to take depositions in the proceeding upon application for CP and waiver of Sections 1.221 and 1.227.

WAML Laurel, Miss.—On Commission's own motion, continued hearing on application B3-P-4369 to July 24, 1946.

* * *

On Commission's own motion, continued consolidated hearing to June 29, 1946, in re applications of Midwest FM Network, Inc., Farnsworth Television & Radio Corp., and Northeastern Indiana Bcstg. Co. for FM stations at Ft. Wayne, Ind.

* * *

On Commission's own motion continued consolidated hearing to July 29, 1946, in re applications of Chillicothe Bcstg. Co., and Shawnee Bcstg. Co., for new standard stations at Chillicothe, Ohio.

* * *

Scheduled consolidated hearing in re applications of Independent Bcstg. Co., Des Moines, Iowa KUOM Minneapolis, Minn., and WCAL Northfield, Minn., for July 15, 1946.

* * *

On Commission's own motion, continued without date until further order of the Commission, the consolidated hearing in re applications of Medford Printing Co., and S. W. McCready, Medford, Ore.

* * *

On Commission's own motion, continued without date until further order of the Commission, the hearing in re applications of John H. Fitzgibbon, Roy Jarmon and Temple V. Ehmsen, Oregon City, Ore., and B. Loring Schmidt, Salem, Ore. (Docket 762k; B-5-P-4794).

* * *

On Commission's own motion, continued hearing to October 1, 1946, in re application of Hearst Radio, Inc., for renewal of license of WBAL Baltimore.

Westex Bcstg. Co., San Angelo, Tex.—Granted petition for leave to amend application, so as to show inclusion of Travia E. Baker and Armistead D. Rust of San Angelo, Texas, as partners; and reflect information regarding partners.

Citizen's Bcstg. Co., Inc., Abilene, Tex.—Granted petition for leave to amend application, so as to show the intention of E. L. Thornton, a stockholder, to make a gift to his son, Charles E. Thornton, of 10% of the stock of petitioner corporation should the application be granted, etc.; accepted amendment.

Henry F. Fett, Dearborn, Mich.—Granted petition insofar as it requests a continuance in hearing upon petitioner's application only; continued said hearing upon application of Henry F. Fett only, to June 27, 1946, subject to a waiver of the right of cross-examination by Henry F. Fett of witnesses presented by Frederick A. Knorr, Harvey H. Hansen and William H. McCoy, doing business as Suburban Broadcasters, Dearborn, Mich., at the hearing upon application of Suburban Broadcasters now scheduled for June 19, 1946.

JUNE 25
By ADMINISTRATIVE BOARD

KREO Indo, Calif.—Granted modification of CP which authorized a new station, for change in type of transmitter.

WATX Ann Arbor, Mich.—Granted modification of CP which authorized a new noncommercial educational broadcast station, for extension of completion date to Dec. 16, 1946.

Commodore Bcstg. Inc. Area of Decatur-Springfield, Ill.—Granted CP for a new relay broadcast station to be used with applicant's standard station WSOY.

Commodore Bcstg. Inc., Decatur, Ill.—Granted CP for a new relay broadcast station to be used with applicants' standard station WSOY.

Nichols & Warinner, Inc. Area of Southern Calif.—Granted CP for a new relay broadcast station to be used with applicant's standard station KFOX.

Leonard A. Versluis, Area of Grand Rapids, Mich.—Granted CP for a new relay broadcast station to be used with applicant's standard station WLAV.

WWZR Chicago—Granted CP for an existing FM broadcast station to specify frequency as 98.5 mcs., change type of transmitter, and install new antenna system.

W2XGO Nutley, N. J.—Granted extension of special temporary authority, from June 28 to Sept. 25, to use F. T. L., FMTB-250 transmitter on frequency 88.5 mcs. with 250 watts power, FM emission, in order to conduct experimental broadcasts. Operation shall be limited to that required for tests of equipment and no regular program service shall be broadcast.

The following stations were erroneously listed by FCC in Release No. 95037, dated June 21, with the group of stations granted further extensions of licenses to September 1, 1946. These should not have been included as they have been granted renewals on a regular basis:
KFDM, KFYR, KGBX, KGCU, KGMB and Aux., KGW, KLZ, KOL, KOY, KPQ, KSFO, KXYZ and Aux., KVI, KWTO, WCAX, WEEI, WFBM and Aux., WFIL and Aux., WHKY, WIBW, WINS and Aux., WJAS, WJLS, WKZO, WLBZ, WMAL, WMAM, WNAX, WSUN, WSYR and Aux., WTAQ, WWNC and KYA.

W2XGS Syracuse, N. Y.—Granted extension of special temporary authority to operate a 3 kw transmitter on 88.1 95.9 mc and 107.9 mcs. with special emission for FM, to be used at the Thompson Road Plant of the GE Co., at Syracuse, in order to facilitate development and engineering tests in new line of FM transmitters and antennas, for the period June 21 to Aug. 19, 1946.

Emporia Bcstg. Co., Inc. Area of Lyon County, Kans.—Granted special temporary authority to use a modified Signal Corps Radio transmitter type BO-223-AX as a relay broadcast transmitter of 1622, 2058, 2150, 2790 kcs, with 20 watts, during the critical river flood in the Lyon County area, for a period not to exceed 10 days.

Summit Radio Corp., Akron, Ohio—The Commission, on its own motion, ordered that the consolidated hearing on application now scheduled for June 24 be continued to July 29.

JUNE 27
BY COMMISSION EN BANC
AM—1230 kc

Sidney Sion, et al, d/b as Bangor Bcstg. Service, Bangor, Me.—Granted CP for new station to operate on 1230 kc, 250 w, unlimited time, subject to condition that construction and operation of proposed transmitter and frequency control are in accordance with Rules and Standards, and further condition that applicant within 60 days of grant file an application for modification of permit specifying a transmitter site meeting the requirements of the Standards, and contingent on CAA approval of transmitter site.

AM—1260 kc

KPOW Powell, Wyo.—Granted CP to change frequency from 1230 to 1260 kc; increase power from 250 w to 1 kw; install new transmitter, DA for night use and change location of transmitter and studio; condition.

AM—1390 kc

KNOE Monroe, La.—Designated for hearing application for modification of CP, to change frequency from 1230 to 1390 kc, and increase power from 250 w to 5 kw, using DA at night.

Non-Commercial Educational

College of the Pacific, Stockton, Calif.—Granted CP for a new station; freq. 91.3 mc (Channel 217); 2.6 kw; antenna 277 ft.

Non-Commercial Educational

Santa Monica School Board, Santa Monica, Calif.—Granted CP for a new station; frequency 90.1 mc (Channel 211), 0.3 kw; antenna 305 feet; site subject to CAA approval; approved types of frequency and modulation monitors to be used.

AM—800 kc

Greater Huntington Radio Corp., Huntington Bcstg. Corp., Huntington—Adopted Order granting petition insofar as it requests leave to amend application, so as to specify frequency 800 kc with 1 kw power, daytime only, and the application as amended was removed from the hearing docket. At the same time the Commission granted application of the Huntington Bcstg. Corp. for a new station to operate on 1450 kc with 250 w.

JUNE 27
BY ADMINISTRATIVE BOARD

KSJB Jamestown, N. Dak.—Granted modification of CP which authorized increase in power, etc., for extension of completion date to 7-9-46.

WGRV Greenville, Tenn.—Granted modification of CP which authorized a new station, to change type of transmitter (Raytheon RA-250), for approval of antenna and approval of transmitter and studio locations at Arnold Road, NW of Greenville, Tenn. and West

(*Continued on page 74*)

ALL GAME THE SAME
TO CLEVELAND'S *Chief* STATION

Big or small, WJW consistently brings in the game that counts in the Cleveland billion dollar market. Local programming that hits home gets more daytime dialers per dollar than any other regional station.

BASIC ABC Network CLEVELAND, O.
WJW
850 KC 5000 Watts DAY AND NIGHT
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

FCC Actions

(Continued from page 73)

Depot and Cutter Sts., Greenville, respectively.

WGWC Selma, Ala.—Granted modification of CP, which authorized a new station, for approval of antenna and approval of transmitter location at Selma, Ala.

WTWS Clearfield, Pa.—Granted modification of CP which authorized a new station, for approval of antenna and approval of transmitter location at Corner of Polk and Cumberland Sts., Clearfield, and change studio location from Dimeling Hotel to Corner of Polk and Cumberland Sts., Clearfield, Pa. Permittee is granted waiver of Secs. 3.55 (b) and 3.60 of the Commission's Rules; conditions.

KBMY Billings, Mont.—Granted modification of CP which authorized a new station, for approval of antenna, approval of transmitter location and to change studio location.

Applications . . .

JUNE 21

Assignment of License

W3XPD Area of Central Maryland, N. E. Maryland, S. E. Pennsylvania and District of Columbia—Voluntary assignment of license to Philco Television Bcstg Corp.

Assignment of License

W3XPE W3XPF W3XPG W3XPH W3XPI W3XPK W3XPL—Same as above.

AM—1430 kc

North Jersey Radio Inc. Newark, N. J.—CP new station 1430 kc 5 kw, directional antenna for night use and unlimited hours of operation—AMENDED: re officers and directors.

FM—98 mc

North Jersey Radio, Inc., Newark, N. J.—CP new FM station to be operated on plus 98 mc, coverage 8,150 sq. mi.—AMENDED: to change officers and directors.

FM—Unassigned

Brooklyn Bcstg. Service, Inc. Brooklyn, N. Y.—CP new FM (Community) station to be operated on frequency to be assigned by FCC.

FM—Unassigned

Pawtucket Bcstg. Co., Pawtucket, R. I.—CP new high frequency FM Metropolitan station to be operated on frequency to be assigned by FCC, coverage of 8,660 sq. mi.—AMENDED: to make minor corrections in engineer report (height of tower).

AM—640 kc

Liberty Bcstg. Corp., Rochester, N. Y.—CP new station 590 kc 5 kw, directional antenna for day and night use and unlimited hours of operation—AMENDED: to change frequency from 590 to 640 kc and change hours of operation from unlimited to limited time.

Assignment of License

W10XPA Area of Washington D. C., Philadelphia and New York—Voluntary assignment of license to Philco Television Bcstg. Corp.

Assignment of License

W10XPB W10XPC W10XPR W10XPE—Same as above.

AM—1590 kc

WAKR Akron, Ohio—CP to make changes in directional antenna for night use and make changes in ground system—AMENDED: re directional antenna system.

AM—1040 kc

L C B Inc., Lorain, Ohio—CP new station 1040 kc 1 kw and daytime only hours of operation—AMENDED: re stockholders and to change type of transmitter.

Assignment of License

WPTZ Philadelphia—Voluntary assignment of license to Philco Television Bcstg Corp.

Assignment of License

W3XE W10XP W3XAF—Voluntary assignment of construction permit to Philco Television Bcstg. Corp.

Assignment of License

WJXN Jackson, Miss.—Voluntary assignment of license to P. K. Ewing, Jr., F. C. Ewing, and Myrtle M. Ewing, a partnership d/b as Ewing Bcstg. Co.

Acquisition of Control

WGBG Greensboro, N. C.—Acquisition of control by licensee corporation by Ralph M. Lambeth through transfer of 150 shares of common stock (60%) from James E. Lambeth, Helen M. Lambeth and Frank S. Lambeth.

AM—710 kc

Kentucky Lake Bcstg. System, Inc., Paris, Tenn.—CP new station 1340 kc 250 w and unlimited hours of operation—AMENDED: to change frequency from 1340 to 710 kc, change hours of operation from unlimited to daytime and make changes in vertical antenna.

AM—1340 kc

Citizens Bcstg. Co., Abilene, Tex.—CP new station 1340 kc 250 w and unlimited hours of operation—AMENDED: re stockholders.

AM—1490 kc

Big Bend Broadcasters, Alpine, Tex.—CP new station 1490 kc 250 w and unlimited hours.

AM—1340 kc

Ingham S. Roberts, Joe N. Weatherby, B. P. Bludworth, J. Edward Johnson, a partnership d/b as Westex Bcstg. Co., San Angelo, Tex.—CP new station 1340 kc 250 w and unlimited hours—AMENDED: to show additional partners, Travis E. Baker and Armistead D. Rust.

AM—1590 kc

KVGB Great Bend, Kan.—CP to change frequency from 1400 to 1590 kc to increase power from 250 w to 1 kw, and install new transmitter—AMENDED: to increase power from 1 to 5 kw, change type of transmitter, install new directional antenna for night use and change transmitter location.

FM—Unassigned

Evangelical Lutheran Synod of Missouri, Ohio and other States, Clayton, Mo.—CP new FM (Metropolitan) station to be operated on frequency to be assigned by FCC, coverage 9,600 sq. mi.—AMENDED: to change type of transmitter, coverage from 9,600 to 14,000 sq. mi., population from 1,703,827 to 1,855,200; and make changes in antenna system.

AM—620 kc

Stanley S. Beaubaire & W. Keith Topping d/b as Hanford Publishing Co., Hanford, Calif.—CP new station 620 kc 1 kw, directional antenna for night use and unlimited hours of operation.

Application Tendered for Filing:

AM—790 kc

KVOX Moorhead, Minn. — CP to change frequency from 1340 to 790 kc, power from 250 w to 5 kw, install new transmitter, change transmitter location, install directional antenna for night use.

JUNE 24

Video 174-180 mc

WLIB, Inc., New York—CP new commercial television station to be operated on channel 7, 174-180 mc, ESR 2300 and unlimited hours of operation—AMENDED: to change ESR from 2300 to 2970 and make changes in antenna system.

FM—To Be Assigned

WBNX Bcstg. Co., Inc. New York—CP new high frequency (Metropolitan) station to be operated on 48.3 mc, coverage of 8,730 sq. mi.—AMENDED: to change frequency from 48.3 mc to "to be assigned by FCC" coverage from 8,730 to 9,760 sq. mi.; population from 11,328,743 to 12,528,390, type of transmitter, changes in officers and directors and to make change in antenna system.

Video 174-180 mc

Bremer Bcstg. Corp., Newark, N. J.—CP new commercial television station to be operated on channel 5, 84-90 mc ESR: 1588-Visual 794-Aural and Unlimited hours of operation—AMENDED: to change frequency from channel 5, 84-90 mc to channel 7, 174-180 mc, type of transmitters, studio location and make changes in antenna system.

Video 192-198 mc

Wm. Penn Bcstg. Co., Philadelphia—CP new commercial television station to be operated on channel 10, 192-198 mc, ESR 2980, Power-Visual 5 kw (peak) Aural 5 kw with unlimited hours of operation—AMENDED: to change ESR from 2980 to 3600 and make changes in antenna system.

AM—660 kc

Greenville Bcstg. Co., Greenville, S. C.—CP for a new standard station to be operated on 640 kc, 5 kw day, and daytime only hours of operation. AMENDED: to change frequency from 640 to 660 kc.

FM—Unassigned

Lone Star Bcstg. Co., A co-partnership composed of David H. Rankin and J. Lee Rankin, Fort Worth, Tex.—CP for new FM (Metropolitan) station to be operated on frequency to be determined by FCC, coverage to be determined by FCC—AMENDED: to specify transmitter location.

Application Dismissed

FM—98.9 mc

Midwest F. M. Network, Inc., Grand Rapids—CP for new high frequency FM (metropolitan) station to be operated on channel 55, 98.9 mc with coverage to be assigned. (Request of the attorney).

Applications Tendered for Filing:

AM—650 kc

Southern Virginia Bcstg. Corp. Crewe, Va.—CP for a new station 650 kc, 1 kw and daytime hours of operation.

AM—860 kc

Robert R. Thomas, Jr., Oak Hill, W. Va.—CP for a new standard broadcast station to be operated on 860 kc, 250 w and daytime hours of operation.

AM—1340 kc

Monahans Broadcasters, Monahans, Tex.—CP new station 1340 kc 250 w and unlimited hours of operation.

AM—1280 kc

WBBZ Ponca City, Okla.—CP to change frequency from 1230 to 1280 kc power from 250 w to 5 kw, install new transmitter and change transmitter location and make changes in antenna system.

AM—710 kc

KGNC Amarillo, Tex.—Modification of CP to change transmitter location and make changes in directional antenna system.

AM—1570 kc

Ralph E. Oliver, Thomas E. Davisson, Silas S. Shippy, Leslie W. Oliver: d/b as Napa Valley Bcstg. Co., Napa, Calif.—CP for new station 1570 kc 500 w and daytime hours of operation.

JUNE 26

AM—1370 kc

WPAB Ponce, P. R.—CP to increase power from 1 to 5 kw and install new transmitter.

AM—1450 kc

WNBZ Saranac Lake, N. Y.—CP to change frequency from 1320 to 1450 kc, increase power from 100 w day to 250 w day and night, change hours of operation from daytime to unlimited time, install new transmitter and vertical antenna and change transmitter and studio locations.

AM—1110 kc

Tri-City Bcstg. Co., Newport, Ky.—CP new station 1110 kc, 1 kw and daytime hours.

AM—1490 kc

Midland Bcstg. Co., Midland, Mich.—CP new station 1490 kc, 250 w and unlimited hours.

AM—1230 kc

Hill City Bcstg. Corp., Lynchburg, Va.—CP new station 1230 kc, 250 w and unlimited hours.

AM—800 kc

J. E. Massey & L. C. McCall d/b as Palatka Bcstg. Co., Palatka Fla.—CP new station 800 kc, 250 w and daytime hours.

Hearings This Week

(Subject to change by FCC)

MONDAY, JULY 1, Washington, D. C.

James A. Noe, Shreveport, La.—CP new station 1550 kc, 250 w; **Frank H. Ford, Shreveport, La**—CP new station 1550 kc, 250 w.

MONDAY, JULY 1, Washington, D. C.

Resumption of Clear Channel Hearings.

MONDAY, JULY 1, Washington, D. C.

WCMI Ashland, Ky.—CP 1340 kc, 250 w.

MONDAY, JULY 1, Washington, D. C.

KFVS Cape Girardeau, Mo.—CP 960 kc, 1 kw, directional antenna night. Intervenors—Mt. Vernon Radio and Television Co., Midwest Bcstg. Co.

FRIDAY, JULY 5, Washington, D. C.

Times World Corp., Roanoke, Va.; Roanoke Bcstg. Corp., Roanoke; Piedmont Bcstg. Corp., Danville, Va.—All seeking FM facilities.

FRIDAY, JULY 5, Peoria, Ill.

Hearings on Peoria FM applications.
Party Respondent—WQXR.

ON TOP!
SCREEN GUILD
K F H
CBS
WICHITA
KANSAS
OKLAHOMA
Hooper's five-month rating of the "Screen Guild Players" gives Wichita the top spot with a score of 28.9 compared to the Nation's 23.3. Wichita did well by Ma Perkins, too, with a rating of 12.0 compared to the average 7.4.
Wichitans like to stay at home—and buy at home, too.
THAT SOLID SECTION OF KANSAS' RICHEST MARKET
WICHITA IS A HOOPERATED CITY
KFH
WICHITA
CBS . . . 5000 WATTS DAY AND NIGHT . . . CALL ANY PETRY OFFICE

AM—1070 kc

Alice Bcstg. Co., a partnership composed of J. H. Mayberry, Buford Nicholson, & E. G. Lloyd, Jr., Alice Tex.—CP new station 1070 kc, 1 kw, and daytime hours.

AM—1040 kc

Variety Bcstg. Co., Inc., Dallas, Tex.—CP new station 1040 kc, 1 kw, and daytime hours.

AM—1520 kc

The Macomb Bcstg. Co., Macomb, Ill.—CP new station 1520 kc, 250 kw, and daytime hours.

APPLICATIONS TENDERED FOR FILING

AM—1590 kc

Lou Poller, Chester, Pa.—CP new station 1590 kc, 1 kw, and daytime hours.

AM—1230 kc

KCMC Texarkana, Tex.—Consent to transfer of control from Texarkana Newspapers, Inc. to C. E. Palmer, Betty Palmer Hussman, Bettie M. Palmer, Henry Humphrey, J. Q. Mahaffey, W. E. Hussman, Stuart Wilson, Ruth Mahaffey, Alden Palmer Mooney and Bettie M. Palmer, Trustee.

AM—1340 kc

Howard L. Roberts, Donald Ellsworth, Lorenzo K. Lisonbee, Bert A. Randall, Samuel F. Curtis, Joseph M. Standage and Ernest J. Burgi, a partnership d/b as Sun Valley Bcstg. Co., Mesa, Ariz.—CP new station 1340 kc, 250 w and unlimited hours.

JUNE 25

AM—1490 kc

Amsterdam Broadcasters Inc., Amsterdam, N. Y.—CP new station 1490 kc, 250 w and unlimited hours.

FM—Unassigned

Board of Missions and Church Extension of the Methodist Church, New York—CP new FM (Metropolitan) station to be operated on frequency to be determined by chief engineer of FCC, coverage to be determined.

AM—1490 kc

Chester E. Daly, Cleveland—CP new station 1490 kc, 250 w and unlimited hours. AMENDED: to change name of applicant from Chester E. Daly (individual) to WMAK Inc. (corporation).

AM—1230 kc

Raymond Kandel, Parkersburg, W. Va.—CP new station 1230 kc, 250 w and unlimited hours.

AM—1030 kc

William F. Butt & Paris G. Singer d/b as The Voice of Thomaston, Thomaston, Ga.—CP new station 1030 kc, 250 w and daytime hours.

AM—1240 kc

A. J. Fletcher, Charlotte, N. C.—CP new station 1240 kc, 250 w and unlimited hours.

AM—1230 kc

WMFR High Point, N. C.—Voluntary assignment of license to James E. Lambeth, James E. Lambeth, Jr., Helen M. Lambeth, Frank S. Lambeth and Molly H. Lambeth, d/b as Radio Station WMFR.

AM—1490 kc

C. R. Bellati, Stillwater, Okla.—CP new station 1490 kc, 250 w and unlimited hours. AMENDED: to change frequency from 1490 to 840 kc, hours of operation from unlimited to daytime and change applicant from C. R. Bellati (individual) to Stillwater Publishing Co.

AM—1240 kc

E. E. Murrey, Tony Sudekum, Harben Daniel and J. B. Fuqua, a partnership, d/b as Tennessee Broadcasters, Nashville, Tenn.—CP new station 1240 kc, 250 w and unlimited hours. AMENDED: to change name of applicant from E. E. Murrey, Tony Sudekum, Harben Daniel and J. B. Fuqua, a partnership d/b as Tennessee Broadcasters to E. E. Murrey, Harben Daniel and J. B. Fuqua, a partnership d/b as Tennessee Broadcasters.

AM—1340 kc

Abilene Bcstg. Co., Abilene, Tex.—CP new station 1340 kc, 250 w and unlimited hours. AMENDED: re officers, directors and stockholders and to change studio location.

Assignment of License

James E. Lambeth, James E. Lambeth, Jr., Helen M. Lambeth, Ralph M. Lambeth, Frank S. Lambeth & Molly H. Lambeth, d/b as Radio Station WMFR High Point, N. C.—Voluntary assignment of conditional grant to James E. Lambeth, James E. Lambeth, Jr., Helen M. Lambeth, Frank S. Lambeth and Molly H. Lambeth, d/b as Radio Station WMFR.

WHPT High Point, N. C.—Voluntary assignment of license to same as above.

AM—1560 kc

KPMC Bakersfield, Calif.—CP to increase from 1 to 10 kw, install new transmitter (composite) and new antenna, and change transmitter location from Bakersfield, Calif. to site to be determined. AMENDED: to give proposed transmitter location and install directional antenna for day and night use.

AM—1000 kc

C. Thomas Patton, Oakland, Calif.—CP new station 1000 kc, 10 kw and daytime hours.

AM—1450 kc

Wallace N. Lindskoog, Luther G. Boone, Gordon E. Mowrer, Elmer A. Hyer, August Lindblom, C. H. Lindgren, Wilbur Merrill & Gilbert Moody d/b as Turlock Bcstg. Group, Turlock, Calif.—CP new station 1450 kc, 250 w, unlimited hours.

AM—1230 kc

Wilbur J. Dickerson, Harold D. Hatch & Lester Q. Krasin d/b as Pecos Valley Bcstg. Co., Roswell, N. M.—CP new station 1230 kc, 250 w and unlimited hours.

AM—610 kc

William L. Warner tr/as The Sevier Valley Bcstg. Co., Richfield, Utah—CP new station 610 kc, 250 w, 1 kw-LS, unlimited hours.

APPLICATION DISMISSED

AM—1450 kc

James R. Doss, Jr., Huntsville, Ala.—CP new station 1450 kc, 250 w and unlimited hours (request of applicant).

APPLICATIONS TENDERED FOR FILING

AM—1410 kc

WONS Hartford, Conn.—Consent to assignment of license to, The Yankee Network Inc.

AM—1490 kc

WDBC Escanaba, Mich.—Consent to transfer of control from Gordon H. Brozek, Frank J. Russell, Jr., and Leo G. Brott to Frank J. Lindenthal, John P. Norton and William J. Duchaine.

AM—1490 kc

W. S. Weatherly d/b as Calhoun Bcstg. Co., Anniston, Ala.—CP new station 1490 kc, 250 w and unlimited hours.

AM—990 kc

Supreme Bcstg. System Inc., New Orleans—CP new station 990 kc, 250 w and daytime hours.

AM—1340 kc

WNCA Asheville, N. C.—Consent to assignment of license to Community Bcstg. Co.

AM—1490 kc

Rose Capital Bcstg. Co., Tyler, Tex.—CP new station 1490 kc, 250 w and unlimited hours.

JUNE 27

AM—1400 kc

Veterans Bcstg. Service, Inc., Baltimore—CP new station 1400 kc, power 250 w and unlimited hours.

AM—1330 kc

WBBR Brooklyn—CP to increase from 1 to 5 kw, install new transmitter and directional antenna for day and night use.—AMENDED: re changes in directional antenna.

AM—1240 kc

Harold W. Cain, Ivan C. Kelly, Hobart T. Withers & H. Lawrence McKinney d/b as Somerset Bcstg. Co., Somerset, Ky.—CP new station 1240 kc, power 250 w and unlimited hours.

AM—1600 kc

Gail D. Griner & Alden M. Cooper, a partnership, d/b as The Adrian Bcstg. Co., Adrian, Mich.—CP new station 1600 kc, power 250 w and unlimited hours of operation.—AMENDED: to change frequency from 1600 to 1500 kc and hours of operation from unlimited to daytime.

AM—1210 kc

O. J. Kelchner, William J. Edwards & Howard H. Wolfe d/b as Lake Huron Bcstg. Co., Saginaw, Mich.—CP new station 1210 kc, power 1 kw and daytime hours of operation.

AM—800 kc

WCHA Chamberburg, Pa.—Modification of CP a new standard broadcast station to change type of transmitter and for approval of studio location.—AMENDED: re change in type of transmitter.

AM—1050 kc

James R. Doss, Jr., Decatur, Ala.—CP new station 1050 kc, 250 w and daytime hours of operation.

AM—660 kc

Clearwater Bcstg. Co. Inc., Clearwater, Fla.—CP new station 660 kc, 1 kw and daytime hours of operation—AMENDED: re change in type of transmitter.

AM—1580 kc

WHHT Durham, N. C.—Modification of CP which authorized a new standard broadcast station for approval of antenna and transmitter location. AMENDED: re change in type of transmitter.

AM—760 kc

Tarboro Bcstg. Co. Inc., Tarboro, N. C.—CP new station 760 kc, 1 kw and daytime hours of operation.

UN Invites U. S. Stations to Pick Up State Dept.'s Shortwave of Sessions

THE UNITED NATIONS last week invited U. S. radio stations to pick up shortwave broadcasts of UN sessions by the State Dept.'s international radio and thus save themselves the expense of buying lines.

In a letter directed to U. S. station managers, Christopher Cross, UN radio liaison officer, reported that the Federal Communications Commission had approved the rebroadcast by medium wave stations of shortwave State Dept. transmission.

"It is our hope," wrote Mr. Cross, "that as many U. S. stations as possible take advantage of this service." Mr. Cross listed the frequencies of State Dept. stations and explained that experience had shown that although the shortwave broadcasts were beamed to Europe, the signals were clear enough for retransmission by medium wave.

Meanwhile, Mr. Cross revealed that WQXR New York, which has carried a heavy program of UN broadcasts had received an impressive listener response to queries as to whether the broadcasts should be continued.

In four broadcasts on June 17, 18, 19 and 24, WQXR asked listeners to write their reactions to the UN programs. The station reported it received 323 replies of which 95.7 percent requested continuance.

Clark to Grant

SANFORD S. CLARK, former vice president with L. E. McGivena & Co., joins Grant Adv., New York, as special merchandising executive.

AM—580 kc

KSAC Manhattan, Kan.—CP to increase from 1 kw day and 500 w night to 5 kw day and 500 w night, to install new transmitter and vertical antenna and to change transmitter location.

AM—1380 kc

KWK St. Louis—CP to increase power from 1 kw-5 kw-LS to 5 kw day and night and install directional antenna for night use.—AMENDED: re changes in directional antenna.

AM—1300 kc

Robert Schuler, Sheldon Anderson and Lester Eugene Chenault, Fresno, Calif.—CP new station 1470 kc, 1 kw and unlimited hours of operation.—AMENDED: to change frequency from 1470 to 1300 kc, install directional antenna for day and night use and change transmitter and studio locations.

AM—1340 kc

KATO Reno, Nev.—Modification of CP which authorized a new standard broadcast station to make changes in vertical antenna and ground system, change studio location and extend commencement and completion dates.

AM—1170 kc

Jessica L. Longston, Edward J. Jansen, C. V. Zaser and L. Berenice Brownlow d/b as Bellingham Broadcasters, Bellingham, Wash.—CP new station 1170 kc, power 1 kw, directional antenna day and night use, unlimited hours of operation.

APPLICATIONS TENDERED FOR FILING

AM—Unassigned

Paul W. Delehanty, Chester Pa.—CP new station on frequency not specified, power 250 w and daytime hours of operation.

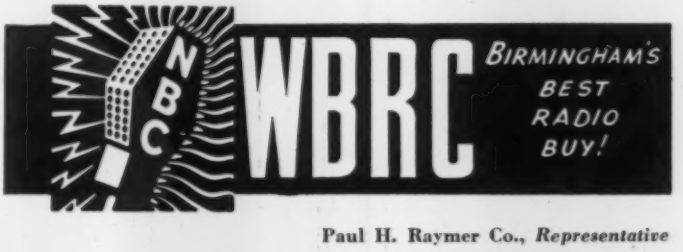
AM—1440 kc

Quincy Bcstg. Co., Quincy, Ill.—CP new station 1440 kc, 1 kw, unlimited hours of operation, directional antenna for day and night use.

First in Birmingham Since 1925

With The Programs Listened To Most!

★ Jack Benny
★ Eddie Cantor
★ Fred Waring
★ Bob Hope
★ Fibber McGee & Molly
★ Bing Crosby
★ Red Skelton
★ Mr. District Attorney



Paul H. Raymer Co., *Representative*

WISN
MILWAUKEE
Dominant
SELLING
POWER
in the Nation's
12th Market
5000 WATTS
A
CBS
STATION
G. W. Grignon
General Manager
The KATZ AGENCY, Inc.
National Representatives

Why?

Just why *is WLAW such a good buy?*

BECAUSE it serves nearly two million people in a two billion dollar market.

BECAUSE it offers you listeners in not one, but three New England states.

BECAUSE Hooper Survey reveals listeners in WLAW-Land prefer the morning programs of WLAW to all other New England stations.

5000 WATTS 680 Kc.
50,000 WATTS . . . SOON!!

Basic Station
American Broadcasting Co.

WLAW
LAWRENCE, MASS.

NATIONAL REPRESENTATIVES:
WEED & CO.

Sellers

(Continued from page 10)

though he brands as false the rumor that the chief engineer is a retired octopus. KQW's studios are located both in San Jose and San Francisco and the problems of scheduling, producing and coordinating split-second programs with a network from studios 50 miles apart are not easily solved.

He managed it though and at the same time he was working with the management in selling the radio audience on the new affiliate—was assisting the commercial department in selling shows to prospective sponsors. His ideas worked and it may have been this ability to get things done that helped contribute to the ultimate reverse English on Mr. Greeley's famous remark, through the offer made by McCann-Erickson to become the agency's radio director in Chicago in 1945.

Among the prominent Chicago office clients extensively using radio are Standard Oil Co. (Indiana), International Harvester Co. and Swift & Co.

Standard Oil currently places some 130 news and sports broadcasts weekly over 19 stations located in 14 states. International Harvester's *Harvest of Stars* (NBC, 2:00-2:30 p.m. EDT) not only boasts Abraham Lincoln impersonating Raymond Massey but enjoys an excellent rating and is sponsored by one of the nation's largest manufacturer's of farm implements. Ken also services Swift & Co. (Brookfield division) on its sponsorship of ABC's *Breakfast Club* and works closely with the new business department in securing new radio accounts for the agency.

When McCann-Erickson moves out of its present location at 910 S. Michigan to new and larger quarters at 318 S. Michigan sometime this summer, Ken feels highly confident that several new accounts will justify the streamlined studio and offices he's planned for the McCann-Erickson radio department with the help of the agency's architects.

From a personal standpoint his first interests are his wife, the former Ethel B. Giannetti, and his 10-month-old daughter Claire Kennie Craig. Since a back condition cut short active participation in sports several years ago, Ken's other interest is photography.

Although he takes typical pride in San Francisco, he admits that in the short time he has been in Chicago, the nation's second largest and most windy city, is undoubtedly there to stay. In fact he isn't sure that when Horace Greeley said "Go west, young man" he wasn't referring to Chicago itself.

Foster Elected

GEORGE W. FOSTER, assistant controller of the International Telephone and Telegraph Corp., New York, has been elected to membership in the Controllers Institute of America, technical and professional organization of controllers devoted to the improvement of controllership procedure.

BELLE 'AT THE BELL'

KLAC Woman Sportscaster Is Only Female To Hold Fight Referee License

MOST WOMEN would normally reach for kid gloves but Belle Martell, KLAC Hollywood boxing commentator, is more at home with leather jousting mittens. At least that's been the case for the past 17 years during which she has been active in the squared ring. So active, in fact, she is the only licensed woman referee in the U. S.

Thrice weekly she airs chatter about the sport and co-mingles her material with interviews of boxing and wrestling champions past and present. What's more, she's sponsored by the Los Angeles Athletic Club. Odd for a woman to be so occupied but easier to understand when the story of Mrs. Martell is at hand.

Starting out in vaudeville with song and patter, she married an ex-boxer, similarly occupied. When vaudeville passed beyond the great divide they decided to settle in California and open a boxing club.

At first she merely observed. Then she began to time workouts. Soon she had absorbed enough technique to teach. Meanwhile her proficiency was receiving official recognition from California State Boxing Commission, acquiring a promoter's license in 1934, and moving forward to obtain similar authority to announce, keep time and finally referee, the latter in 1940.

Her grant of a license caused considerable furore at the time. In obtaining same she scored 97½%, two and a half per cent higher than any male applicant that year. As she recalls it, the male sports writers ganged up and succeeded in getting the state commission to amend their regulations making it impossible for her to call fights even though her license couldn't be revoked.

Despite this, she has had to referee fights at her own clubs when officials have failed to show and done so creditably, according to boxing insiders. For most part her primary interest has been in amateurs. Her activity with them she regards as a social mission.

For all of her interest in fisticuffs, she's still all woman. This is most evident as she recalls her first officiating when women mobbed her following the program, proud of their sex. Roguishly, she likewise remembers the sheepish males who came to laugh but admitted her demonstrated ability that same evening.

Weekly she visits the paraplegics at Birmingham General Hospital, outside Los Angeles, with various boxing and wrestling champions in tow. Several times this morale tactic has drawn high commendation. Her organized war bond sales at Hollywood's Legion boxing cards have also earned her a silver medal from the Treasury Department.

BELLE MARTELL instructs two amateurs before gong is sounded.

Familiar Account

ACCOUNT executive for J. D. Tarcher Co.'s newly-acquired Grove Laboratories, St. Louis, account (4-Way cold tablets) is Harry B. Cohen. It's the same Mr. Cohen who handled the Grove account for H. W. Kastor & Sons in 1932, and testified on behalf of the agency in Kastor & Sons' unsuccessful suit for lost commissions when the account was then transferred to Russel M. Seeds Co., Chicago. The Chicago agency a fortnight ago also notified Grove that it intends to file suit, following notice in May from the St. Louis firm severing connection [BROADCASTING, June 24].

Name Dropped

DANCER - FITZGERALD - SAMPLE, Chicago, which announced June 10 that agency would incorporate its radio department under the title of Feature Productions, has dropped that title in favor of a new name to be announced. Difficulty arose over duplication of title with Chicago radio production firm of the same name. The new company, which will sell its services to D-F-S, is headed by H. M. (Mix) Dancer. Roy Windsor, radio production director of agency who was scheduled to be transfererd to the New York office, has announced his resignation to remain in Chicago as a freelance producer-writer. His first production assignment begins this week when he takes over *Vic & Sade* for F. W. Fitch & Co., on Mutual. Harry Bingam is assistant to Mr. Windsor.

Miller

(*Continued from page 20*)

sell more and more products to a larger volume of consumers so that mass distribution will absorb the tremendously increased productive output."

Future of Radio

The Radio Tomorrow departmental was held Thursday afternoon with Robert J. McAndrews, NBC Western Division advertising and promotion manager, presiding as chairman. Subjects covered all phases of the media, with questions asked by agency executives, advertisers and broadcasters.

C. Burt Oliver, general manager of Foote, Cone & Belding, Hollywood, and western director of BMB, told how advertisers and agencies can use BMB to advantage.

Improved and expanded listener research service provided the theme of a talk by Ruth Arnold, West Coast manager of C. E. Hooper Inc. The expanded service, she explained, stemmed directly from subscriber request for larger bulk of sample with increased representativeness.

The Pacific Coast sample will be increased approximately 93,630 calls per month at an average cost of 4 cents per call. The four networks have already approved and assuming acceptance by agencies and other subscribers, she said the new service could begin Oct. 1. C. E. Hooper Inc. has plans to enlarge its interviewing staff with a 22% sample increase resulting. In addition, interviewing schedules are to spread over four weeks of each month instead of the present two, she said.

The new service would provide even coverage over four weeks of Los Angeles and San Francisco-Oakland areas, according to Mrs. Arnold. Pacific Northwest coverage will likewise be extended, with Spokane covered in the second and fourth weeks, Portland and Seattle during the first and third weeks. Insofar as station coverage is concerned, she said the method would be standardized by using BMB-defined service areas instead of station claims as in the past.

Must Learn About Video

Ted Smith, West Coast television and motion picture manager of J. Walter Thompson Co., Hollywood, said agencies and advertisers should learn more about video. Without entering into the technical side, he showed impact of telecasting as an advertising medium; the development of video in the West today and what can be expected during the next few years in increased broadcasting facilities and reception. Mr. Smith said production experimentation has lagged, and agencies and advertisers must invest without thought of immediate returns.

"To those who believe that television is going to prosper at expense of radio or any other advertising medium, may I remind you that the same thing was said about standard broadcasting at its inception," Mr. Smith said. "There has never been a new advertising medium successfully introduced but that it stimulates business in general by increased sales, thereby increasing use of all advertising media. I don't believe that the time will ever come when a good radio program won't be tuned in in preference to a bad television show."

Vernon Churchill, assistant to publisher of the *Oregon Journal*, Portland, operating KALE, was elected president of PAA, succeeding Charles A. Storke.

Fawcett Elevated

Mr. Churchill has been senior vice-president. Harwood H. Fawcett, executive of Transit Adv., San Diego, was elevated to senior vice-president, with Mr. McAndrews elected vice-president for District 5 and Emma Reitmeier, vice-president of First National Bank, Spokane, vice-president-at-large. Gilbert L. Stanton, vice-president, was elevated to secretary-treasurer. He is director of advertising and public relations for Idaho Power Co., Boise.

Harvey A. Brassard, partner of Syverston-Kelley, Spokane agency; Wilmot P. Rogers, advertising director, California Packing Corp., San Francisco, and Mr. Cox continue as vice-presidents of Districts 1, 3 and 4 respectively. With creation of District 6, which includes four western provinces of Canada, G. Russ Davidson, chairman of Vancouver Advertising & Sales Bureau, was elected a vice-president. He is manager of Canadian Street Railway Adv. Co.

Earl Trumble, sales manager of KGA was general chairman of the Spokane convention committee with Wallace Brazeal, program director of KHQ, in charge of entertainment. Serving on the advisory committee were Arthur L. Bright, KHQ; Ed Craney, KFPY; Arthur L. Smith, KFIO, and Louis Wasmer, KGA.

James Holme, Mountain States Telephone & Telegraph Co., Denver, was elected vice president for District 2.

Fritz R. Kerman, vice president of Pacific Mutual Life Insurance Co. and president of the Los Angeles Advertising Club, said media take a "somewhat unrealistic attitude" toward advertisers. He contended advertisers "have a right to expect that media shall accept a degree of responsibility for preserving an atmosphere in which business and industry can survive and commerce and trade can be pursued at a profit. I believe the advertiser has a right to expect that media will possess character, and develop and express a philosophy consistent with that which they know to be true."

Next year's convention will be held in June at Sun Valley, Idaho.

PRESENTATION of *Magazine Digest* Merit Award to WKMO Kokomo, Ind., originated in CBS New York studios. Present were (l to r): John Carl Jeffrey, WKMO manager; Donald Thornburgh, CBS Western Division v-p; Mayor Charles V. Orr, of Kokomo; Murray Simmons, magazine publisher.

Boler

(*Continued from page 18*)

would close, with the sales organization operating out of St. Paul. Also included in the reorganization is an expected revamping of the majority of North Central's and Mississippi Valley's present staff.

While negotiations continued throughout the week between Mr. Boler and Mr. Dyer without confirmation from either parties of the success or failure of the Boler objectives, Mr. Dyer said he would make no statement concerning his plans for WAIT until after his scheduled appearance before the FCC's FM engineering hearings in Washington.

Informed of Mr. Boler's intention to confer with his "eastern backers" in Washington over last week-end, Mr. Dyer said he would talk to Mr. Boler "or anybody else" if approached.

If Mr. Boler is unsuccessful in his attempts to obtain a Chicago outlet, it was understood he would then look elsewhere, possibly Minneapolis, or Milwaukee, as a possible center for MVN's operations.

Hon. Floyd Smith
Campbell-Ewald, Inc.
Chicago, Ill.

Dear Floyd:

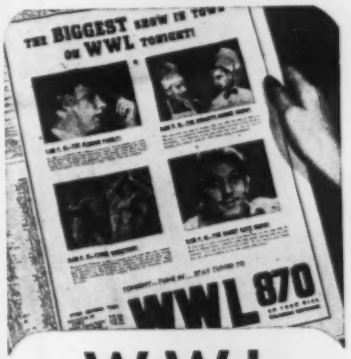
I've been doin' some more peekin' . . . just got another gander at some figures which show Charleston *ranking as the 100th city in the whole* United States *in estimated total retail sales. Just think, with all the cities in the U. S. larger than our little Charleston, the* $107 million *in retail sales puts Charleston right up there with the first 100 cities of the nation. 'Course the folks down here get such good wages in the mines, the chemical plants and the oil and gas fields that they're bound to buy a lot of stuff . . . 107 million dollars worth!*

Yrs.
Algy

p. s. Almost forgot to add—More people listen to WCHS in this market than other radio station!

WCHS

Charleston, W. Va.



WWL

New Orleans

Shouts Its Shows in Newspaper Advertisements throughout the year

Folks turn first to-

WWL
NEW ORLEANS

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts - Clear Channel
CBS Affiliate

Represented Nationally by The Katz Agency, Inc.

WSLI
JACKSON
MISSISSIPPI

INCREASE, MISSISSIPPI

This is a fine community in Lauderdale County, but the wise advertiser can look for even bigger gains in Jackson—where the monthly retail sales are showing an increase of 21% over the national city average. WSLI—the "Double-Return" station, offers you maximum coverage of this market—at less cost!

American Broadcasting Co.

WEED & COMPANY
NATIONAL REPRESENTATIVES

THREE-DAY conference of managers and program directors of Taylor-Howe-Snowden stations was held in San Antonio, with KTSA and General Manager George W. Johnson as hosts. Seated (l to r): Archie Taylor, KRGV; Jack Todd, KANS; Mr. Johnson; Tom Peterson, manager of T-H-S Chicago office; O. L. Taylor, T-H-S executive director, and Alex Keese, general manager; Robert Enoch, KTOK; Dick Watkins, KRGV. Standing, Bud Thompson, KFYO; Merrill Myers, KTSA; Rex Preis, KTSA; Jim Turner, KTBC; Barney Ogle, KRGV; DeWitt Landis, KFYO; Fred Teed, KTSA; Raymond Hollingsworth, KGNC; Olin Bragg, T-H-S Dallas; J. C. Kellam, KTBC; Bob Watson, KGNC.

IN CANADA
WINNIPEG
is a "MUST" buy
Men Who Know
select
REPRESENTATIVE - WEED & CO.

5000 WATTS DAY AND NIGHT
KGER'S FEATURE FOLKS
Irene Cook, Women's Editor
For Availabilities, see Jos. H. McGillvra, Inc.
Long Beach-Los Angeles
KGER
OWNED by MERWIN DOBYNS

630 KC.
KXOK
ST. LOUIS
AMERICAN BROADCASTING COMPANY
5000 Watts Full Time
Represented by John BLAIR & CO.

WHN WINS VERDICT IN PROGRAM CASE

WHN New York received judgment in its favor on all counts last week from New York Supreme Court after trial of a suit in which Martin Stone, owner-producer of *Author Meets the Critics*, had attempted to obtain an injunction restraining WHN from broadcasting its show *Books on Trial*.

Justice Bernard Botein, in an informal decision, said that *Books on Trial* was not an appropriation of the *Author Meets the Critics*, which recently was moved from WHN to WQXR and MBS, and was not attempting to confuse the public by putting its new literary program in the period formerly occupied by Mr. Stone's show.

At the close of the case last week, the court ordered a recess and thereafter rendered an opinion wherein he dismissed the complaint of the plaintiff and rendered judgment for the defendant. Both programs, Justice Botein said, were meritorious.

The court held that WHN's show advertised its premier in many newspapers and by means of spot announcements and through special cards which went to the listening audience calling attention to the fact that this was a new program and was put on the air by WHN in good faith.

Atomic

(*Continued from page 17*)

Blandy, commander of the Task Force; Clete Roberts, of ABC, aboard the *U. S. S. Panamint*, on which atomic scientists were to be stationed; W. W. Chaplin, of NBC, at Kwajalein; George Thomas Folster, of NBC, aboard the *Appalachian*. As the bombing plane began its run on the target, the voice of the bombardier was to be heard as he instructed the pilot. Mr. Downs was to be the only radio correspondent in position to watch the explosion.

Many New York independent stations planned to broadcast the atom test with the cooperation of participating networks.

Petry

(*Continued from page 15*)

broadcast survey, to give the respondents a chance to say "yes" as well as "no" to some questions. Similarly, the post-broadcast surveys included fictitious commercials among the real ones as a further control.

A detailed report on each of the eight commercials included in the study, its broadcast schedule, the confusion factor shown by the pre-broadcast study and the gross and net recognition obtained at the end of one and of two months of broadcasting, illustrated by tables and charts, was included in the presentation. A summary of the individual results follows:

Results

Combining the figures shows an average achievement for all eight commercials of a net recognition of 44% for the first month and of 48% for the second month. Admitting that the test commercials are "not necessarily representative of spot broadcasting everywhere," Mr. Ringgold said that the variation in their nature, the stations used and the broadcast schedules was sufficient to make their average scores "interesting and significant."

Reported recognition of the fictitious commercials used as a control not only stayed at a low level but actually declined slightly from first to second month (7.6% to 6.4%), indicating the accuracy of the technique employed, he reported.

The immediate and obvious fact shown by the study: That spot radio builds with great speed, might lead to conclusions that spot copy could well be changed more frequently than is usually done, and broadcast schedules made more varied as to time or day and type of program. And the presentation pointed out when costs are considered spot radio is seen to be very inexpensive as well as fast.

Mr. Ringgold concluded the presentation by stating that these figures speak for themselves to anyone acquainted with media buying and point to the "inevitable conclusion that spot radio gives advertisers more results faster and at less cost than by any other medium."

The Petry presentation, to be shown next week to a similar meeting of station representatives in Chicago, has already been seen by several advertising agencies as well as to the advertisers and agencies participating, who had been promised the full results, good or bad, in return for their cooperation. In view of the critical reception by some top research men of the techniques employed in recent media studies it is significant that the research method evolved by Mr. Politz for this study has received complete acceptance from everyone who has seen the presentation so far.

WGBF SUSTAINER

Station Aids Paper Destroyed by Fire

A DISASTROUS fire which swept through a segment of the business district of Mt. Vernon, Ind., recently, completely destroyed the offices and printing plant of the *Mt. Vernon Democrat*, the only newspaper serving the city and its surrounding communities. The situation presented an opportunity for WGBF Evansville to do its turn.

Upon hearing the details of the fire, Mr. Clarence Leich, secretary-manager of Evansville on the Air stations immediately offered the facilities of WGBF to the paper for the duration of time that it takes to resume publication. Mr. Orvin Hall, editor of the *Mt. Vernon Democrat*, is now broadcasting over the station twice daily with all expenses borne by Evansville on the Air Inc.

Overseas Programs

TWO special overseas programs between Cambridge, Mass., and Cambridge, England, were broadcast last week by WNAC Boston and BBC. Occasion was centennial celebration of the American city. Aired June 29 11-11:15 p.m. and Sun. 7:15-7:30 p.m., programs presented such persons as Count Leverhulme, governor of the board of Lever Bros., England, and Charles Luckman, president of Lever Bros. in the U. S.

CBS Labor Issue Is Still Deadlocked

Vote Outcome Hangs on Questioned Ballots

THE OUTCOME of an election conducted among 13 CBS television directors and assistant directors to determine union representation [BROADCASTING, June 17] last week remained in doubt after two votes, which could decide the election, were challenged.

The National Labor Relations Board ordered the ballots counted after the American Federation of Labor withdrew its request to impound the 13 ballots.

Of the 13 ballots, five voted for affiliation with the International Alliance of Theatrical & Stage Employes (AFL) and six voted for the Radio Directors Guild (AFL), but two votes were challenged. Thus the decision will depend on the results of the two challenged votes. They will be investigated by the regional office of the NLRB and then sent to Washington for a final directive.

The Radio Directors Guild during its meeting last Monday had passed a resolution approving the reversed position of the regional office of the AFL on the impounded ballots of the 13 votes cast by CBS television directors and assistant directors. The election was to determine the representation of directors between RDG (AFL) and IATSE (AFL) or nonunion affiliation. The RDG thus went on record approving the AFL order to open and count the 13 ballots.

HERSHEL WILLIAMS NEW CBS EXECUTIVE

HERSHEL WILLIAMS, former colonel in the U. S. Army where he served four years, has joined CBS as director of commercial program development.

His responsibilities will include the studying of program needs of advertising agencies and advertisers and cooperating with them individually in the field of program selection, improvement and change. He will also serve as program counsel to account executives in the CBS sales department and will be in charge of sales of programs produced by the CBS program department.

Previous to entering the service, Mr. Williams was vice president of Ruthrauff & Ryan, New York, and prior to that was with Benton & Bowles, New York, and the J. Walter Thompson Co., New York.

He has been identified with such programs as the original Lux show, the *Rudy Vallee Hour* show, *Burns & Allen*, Alexander Woollcott, *Show Boat*, *Big Sister* and many others.

Program Cited

WPEN Philadelphia "Children's Symphony Hour" programs have been commended by Philadelphia Magazine, published by that city's Chamber of Commerce.

Change in XELO Ownership After Death Of Branch May End 'Border' Sore Spots

ELIMINATION of the last remaining "border station" sore spot may result from change in ownership status of XELO Juarez, Mexico, just across the border from El Paso, according to official quarters in Washington.

W. E. Branch, engineer and concessionaire of the station, who was electrocuted March 15 while working on his own transmitter, had been an important factor in border station operations, having built most of the high power transmitters including those of the late Dr. John R. Brinkley, of goat gland fame, and of Norman T. Baker, former Muscatine, Iowa, operator who migrated to the Mexican badlands. All these stations sought U. S., rather than Mexican, coverage and were a source of controversy not only because of interference with stations in this country through "mid-channel" operation but also because of allegedly questionable programming service.

XELO claimed directionalized power of 100,000 w. Mr. Branch, 48, and nearly 300 pounds, was reported killed March 15 while working on the high-power transformer of XELO. He was buried in Juarez.

A native of Fort Worth, he was identified with radio operations both in this country and in Mexico and was said to have installed, all told, 16 of the highest-powered installations in North America. He started XELO in 1934 at Piedras Negras, Mexico, and operated there until 1938 when he moved to Tijuana where he operated until 1941. At that time he moved to Juarez.

Mr. Branch is survived by two daughters and a son now in the Navy. Mrs. Billie McVey, a daughter, is now managing director of XELO.

'Pot O' Gold' Returning To ABC After Oct. 1

ONE OF THE LARGEST audience building shows, *Pot O' Gold* will return to the air after Oct. 1 on ABC, it was confirmed last week by an executive of Roche Williams & Cleary, the agency handling the show. The program will be sponsored by Lewis-Howe Co. (Tums) the original sponsors in 1939. The exact time of the program's debut has not as yet been determined.

The program originally was on the air from 1939 to 1941 and although no official investigation was made, it was known that the FCC at least had its eye on the program. James Lawrence Fly was chairman of the FCC at that time. Mr. Fly is now attorney for the agency, Roche Williams & Cleary.

HEARINGS RESUME ON CLEAR CHANNEL

FINAL PHASES of the FCC hearings to decide the fate of the clear channel stations begin today (Monday) before the Commission *en banc*.

The Commission will hold hearings Monday, Tuesday and Wednesday and then recess until the following Monday for probably three more days after which it is expected to adjourn until September when it will sit until all testimony is taken.

Testimony at this week's hearings will be devoted primarily to a final report of the work done by three FCC-industry engineering committees, a revision of Exhibit 109 comprising proposed new standards, and introduction of maps showing coverage areas of all stations in the United States—clear channel, Class II, regional and local.

FCC LISTS GRANTS IN FM SINCE WAR

FIRST LIST of FM stations to include new outlets which have been authorized since resumption of licensing last October was issued Thursday by the FCC. Ten new stations, in addition to 48 which were operating or were authorized before the war, are shown. Several pre-war stations temporarily off the air while constructing equipment for the new FM band were not included.

The Commission's list shows 22 FM stations operating on both the old and new band, the remainder operating only in the new band. Practically all equipment now in use on the new band is temporary, the Commission said, pending the completion of full construction.

In addition to the 57 stations listed, Commission stated, FM program service is being provided by developmental stations in Baltimore, Washington and Cleveland.

New commercial FM stations, authorized since the end of the war, which have either begun operation or are about to begin are:

Call letters	Licensee	Frequency mc
KRCC	Contra Costa Broadcasting Co., Richmond, Calif.	104.7
WRCM	Supreme Broadcasting System Inc., New Orleans, La.	95.3
WTPS	Times Picayune Publishing Co., New Orleans, La.	94.5
KSTP-FM	KSTP Inc., St. Paul Minn.	102.1
WIL-FM	Missouri Broadcasting Corp., St. Louis, Mo.	92.1
KOAD	World Publishing Co., Omaha, Neb.	92.5
WCOY	Capitol Broadcasting Co., Inc., Raleigh, N. C.	95.3
WHP-FM	WHP Inc., Harrisburg, Pa.	97.3
KAMT	Agricultural and Mechanical College of Texas, College Station, Tex.	94.5
KGW-FM	The Oregonian Publishing Co., Portland, Ore.	95.3

$167,500,000

Paid eastern North Carolina farmers for 1944 flue-cured tobacco crop totaling 391,244,945 pounds.

GET YOUR SHARE OF THIS PROSPEROUS MARKET NOW! WE CAN HELP YOU.

Write Today for Further Information

WRRF

1000 WATTS

Washington, North Carolina

FORJOE & COMPANY, Natl. Representatives

New York • Chicago • Philadelphia

your MUTUAL friend

TRY IT AND "SPOT" THE DIFFERENCE

WHBQ

Memphis — E. A. Alburty, Gen. Mgr.

Represented by RAMBEAU

In this area, OUR OUTLET is YOUR INLET for GREATER and faster SALES!

CHNS

HALIFAX NOVA SCOTIA

5000 WATT TRANSMITTER NOW GOING UP!

JOS. WEED & CO.

350 Madison Ave., New York,

Have All the Answers!

"THE DOCTOR ON THE AIR"

★ Program spots, interviews

★ 5 and 15 minute features

★ Live or transcribed

FREDERIC DAMRAU, M.D.

247 Park Ave., New York, N. Y.

Wickersham 2-3638

Aid Given

LAST week as bananas became exceptionally scarce in Huntington, W. Va., a desperate mother called WSAZ that city to help secure the fruit so necessary for the sustenance of her 18-month old child, ill of a peculiar intestinal disease. The WSAZ appeal brought a flood of bananas to the home of Mr. and Mrs. Eberhard Rauschenplat, plus an offer by a grocery chain to freely supply the needed fruit as long as necessary.

Bristol-Myers Releases Its Fall Radio Schedule

BRISTOL-MYERS Co., New York, last week announced its new fall radio plans following the termination of its contract by mutual consent with Eddie Cantor, through its agency, Young & Rubicam.

The contract which ran for the past five years had one more year to go. Mr. Cantor recently signed a contract with Pabst Blue Ribbon Beer effective in 1947.

Bristol-Myers will place *Duffy's Tavern* formerly heard at 8:30-9 p. m. on NBC, in the Eddie Cantor period, Wednesdays, 9-9:30 p. m. on NBC. The company also plans, according to J. M. Allen, its vice president and advertising manager, to switch the *Alan Young Show* from 9-9:30 p. m. Fridays on ABC to NBC in the vacated *Duffy's Tavern* period. The company will place a new show in the ABC period. Another show, *Mr. District Attorney* sponsored by the company will remain in the same slot, Wednesday, 9:30-10 p. m. on NBC.

Agency for *Duffy's Tavern* is Young & Rubicam, New York. Agency for the *Alan Young Show* and *Mr. District Attorney* is Doherty, Clifford & Schenfield, New York.

UN, Atomic Coverage Moved to Hudson Hotel

TEMPORARY broadcasting facilities for coverage of the United Nations Security Council and Atomic Energy Committee, both dispossesed from Hunter College in the Bronx, were installed last week in New York's Henry Hudson Hotel where the UN elements will meet for the next six weeks.

On Aug. 15 the Security Council and Atomic Energy Committee will convene at Lake Success, Long Island. Until then sessions will be held in the ballroom of the Henry Hudson Hotel. At the hotel headquarters, individual broadcasting booths were assigned to CBS, MBS, State Dept., and WNYC New York. The following networks and stations will share booths: ABC and NBC, WMCA and WLIB, WINS and WQXR.

Ownership Change Applications Filed

KCMC, Yankee Network Are Among Those Involved

REALIGNMENT of corporate structure of KCMC Texarkana, Tex. and the Yankee Network owned WONS Hartford, Conn. was emphasized in applications filed with the FCC last week. The Commission also reported a request by WNCA Asheville, N. C. to incorporate under state charter and the proposed sale of WDBC Escanaba, Mich.

Texarkana Newspapers Inc., parent corporation of KCMC Inc., licensee of KCMC Texarkana, Tex., in its application filed with the Commission last week would transfer control of the station to the stockholders of KCMC Inc.

Texarkana Newspapers Inc., a holding company, holds 45 shares of the authorized 50 shares of common stock of KCMC Inc. The remaining five shares are held by members of the board and officers of the corporation, controlled by Texarkana Newspapers Inc. Under the proposed transaction, charter of KCMC Inc. would be revised to show a total stock authorization of 1,000 shares of common stock—500 shares Class "A", nonvoting and 500 shares Class "B", with one vote each. Texarkana Newspapers Inc., its original holdings dissolved, would own all outstanding Class "A" stock and stockholders of KCMC Inc. would control all of the voting "B" stock.

Texarkana Firm

Officers, directors and stockholders of KCMC Inc. are the same as those of Texarkana Newspapers Inc. and control equivalent amounts in both corporations, with the exception of C. E. Palmer, president, who has 57½% control of Texarkana Newspapers and will own 21.38% of KCMC Inc. and W. E. Hussman, treasurer, who controls 8.875% of Texarkana Newspapers Inc. and under proposed transfer would own 45% of KCMC. Other officers and stockholders are: Henry Humphrey, treasurer, 7%; J. Q. Mahaffey, secretary, 3.125%; Betty P. Hussman, 5%; Bettie M. Palmer, 5%; Stuart Wilson, 8.5%; Ruth Mahaffey, 1%; Alden P. Mooney, 3.5% and Bettie M. Palmer, as trustee for step-grandchildren, Wellington D. and Virginia L. Palmer of Inglewood, Calif., .5%.

Applicant states, in proposed transfer, that acquisition of control by stockholders would ease corporate structure and tend to improve operation policies of the station. $50,000 acquired by KCMC Inc. from the transaction, would be loaned to Texarkana Newspapers Inc. to retire its original stock "B" purchased from Newspapers Inc. of Waco, Tex., January 4, 1946. Money will be repaid to KCMC over 10-year period at 3½% interest. KCMC operates on 1230 kc with 250 w unlimited time. AVCO procedure is not involved.

In the WONS application, licensee corporation, State Broadcasting Corp., requests Commission consent to dissolve as an acting corporation and assign license of station to parent organization, the Yankee Network.

Yankee Network, which owns all capital stock issued and outstanding of the State Broadcasting Co., is in turn wholly-owned by the General Tire & Rubber Co., of Akron, Ohio. Applicant states that dissolution of subsidiary corporation, State Broadcasting Co., will "simplify the corporate structure of the Yankee Network," and, since control of the station is not involved, the Avco procedure will not be necessary. WONS, previously assigned call letters WHTD [BROADCASTING, April 15], operates on 1410 kc with 5 kw unlimited time.

WNCA Asheville, N. C. in another application, requests FCC approval to assign license of station from an equal partnership composed of Richard M. Arnold, Jack O. K. Barfield, James M. Earnest, Albin F. Knight and J. Alfred Miller, doing business as the Community Broadcasting Co., to a corporation under the same name which would be owned and controlled by the original partners.

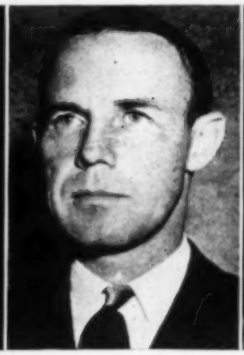
Under corporate structure, Mr. Barfield would be president; C. Frederic Rabell, station manager, vice president; Richard M. Arnold, secretary and J. Alfred Miller, treasurer. Messrs. Earnest and Knight would be members of the board of directors. Proposed incorporation would give each stockholder 40 shares of common stock, or 16.66%. WNCA, an ABC affiliate, operates on 1340 kc, 250 w unlimited time. Station was authorized last January and started operation in May.

Sale of WDBC Escanaba, Mich. for $39,990 is proposed in an application by the Delta Broadcasting Co., licensee of the station. Present stockholders, Gordon H. Brozek (55%), Frank G. Russell Jr. (30%) and Leo G. Brott (15%), would transfer control of the 250 w outlet to Frank J. Lindenthal, business manager of the *Escanaba Daily Press*, John P. Norton, editor and publisher of the *Daily Press*, and to paper's managing editor, William J. Duchaine. Mr. Lindenthal, according to the application, will own 52% plus; Mr. Norton, 47% plus and Mr. Duchaine, less than 1%.

In addition to actual sale price, transferees have stipulated they will pay original owners all cash on hand plus accounts receivable on the date of FCC approval. WDBC is authorized on 1490 kc, unlimited time. Public notices in *Federal Register* and local papers, according to Avco procedure, have already been inserted.

Four Executives of Ruthrauff & Ryan Resign to Form Own New York Agency

Mr. Sullivan



Mr. Stauffer

Mr. Bayles

FOUR executives of Ruthrauff & Ryan, New York, last week resigned to form a new advertising agency, Sullivan, Stauffer & Bayles Inc. It was further reported, but neither confirmed nor denied, that Robert Colwell, chairman of the planning board of J. Walter Thompson Co., will join the new agency.

Ruthrauff & Ryan executives forming the new agency were: Raymond F. Sullivan, vice president; Donald D. Stauffer, co-director of radio; S. Heagen Bayles, co-director of radio and John P. Cohane, vice president.

The agency plans to open offices effective July 15 at 270 Park Ave., New York.

Merritt W. Barnum and Wilson Tuttle were appointed co-directors of the Ruthrauff & Ryan radio department succeeding Mr. Stauffer and Mr. Bayles. Mr. Barnum is a vice president and was formerly in charge of all programs. Mr. Tuttle has been in charge of talent. Replacements for Mr. Sullivan and Mr. Cohane were not announced. Ruth Schlitz, secretary to Mr. Stauffer at Ruthrauff & Ryan, will also join the new agency.

Korn Named by WQXR

BENNET H. KORN, former WQXR New York account executive, has been appointed sales promotion manager of the station. With WQXR since 1936. Mr. Korn returned to the station last November after three years service with the Army.

Agency Uses Small Regional Groups

Henri, Hurst & McDonald Reports Success to NAB

GROUPS of small stations sold on a regional basis are used successfully by Henri, Hurst & McDonald, Chicago, the NAB Small Market Stations Division has been informed by William E. Jones, radio director of the agency, which places a large amount of spot business.

Mr. Jones wrote J. Allen Brown, division director, that the agency uses small regional groups "because we felt that their penetration of the market was greater, and that individually each station was doing an excellent job in its own community."

To solicit national business on a regional basis, according to Mr. Jones, stations should have predominant position in the community, based on community leadership rather than actual power or frequency; intelligent plan of local programming; sound merchandising plan coordinated by the group and followed through by the stations.

He described group selling as "one of the greatest opportunities that a small station has to be of real service to a national advertiser and to demonstrate its peculiar value in the advertising picture. Its close contact with local merchants can be of invaluable assistance to the advertiser if the station develops a merchandising program that can capitalize on the opportunity. Also, in many cases, local stations have rendered great service in aiding a national advertiser in establishing adequate distribution for his product."

WQXR Schedules Five New Shows for July 1

THREE NEW musical programs, a special weather report service and a five-minute resume of New York events start today (July 1) on WQXR New York.

Just Music, program of light classical music on WQXR eight years ago, returns to the air tonight and will be heard seven times weekly, 10:30-11 p. m. Series of recorded melodies *Cocktail Time*, will be aired daily except Fridays and Sundays, 5:30-6 p. m., and *Continental Memories* will be broadcast each Monday, Wednesday and Friday, 9:45-10 p. m.

Although daily weather forecasts will be included at the end of each *New York Times* news period every hour on the hour, a special weather report with complete details will be broadcast each morning, Monday through Saturday at 7:28 a. m., and Sundays at 8:28 a. m.

New York This Week includes happenings on the New York scene covering the opening of plays, lectures, recitals, concerts and exhibits, road and flying conditions.

Discussions Prove Necessity Of Worldwide Reallocations

INFORMAL PRELIMINARY discussions, preparatory to the next World Telecommunications Conference, held in Washington Thursday and Friday developed the urgent necessity for revising frequency allocations and setting up a Central Frequency Registration Board to replace the Berne Bureau [BROADCASTING, June 24].

Attended by 40 representatives of industry and the Government, the sessions were opened by Francis Colt deWolf, chief, Telecommunications Division, State Dept., who pointed to the need for immediate preparation on the part of the U. S. for the World Telecommunications Conference.

Need for Conference

The U. S. through its foreign missions has suggested the need for a World Telecommunications Conference in the spring of 1947. At the same time the suggestion was made that the Conference be held in the U. S. "'near Washington." As soon as 20 of the 70 nations notified register assents with the Berne Bureau, the Conference can be called.

Continued use of certain frequencies by the military forces of all nations has brought about an allocation problem that must be solved in the near future, Dr. J. H. Dellinger, chief, Radio Division, U. S. Bureau of Standards, told the meeting Thursday. Frequencies for air naviation aids also are in demand. Many high frequency stations are being operated outside the alloted band, creating a still greater problem, he explained.

Although no definite action was taken at the two-day session, proposed revision of the International Telecommunications Convention Madrid, was discussed section by section. Stress was laid on the necessity of cleaning up the old Berne List of registered stations and creating a new Central Frequency Registration Board.

Need for an international engineering committee to study existing frequencies and facilities and prepare a new international frequency list was emphasized. The present Berne List has been made obsolete by advancements during the war.

Attending last week's meetings were:

Industry—F. C. Alexander, Mackay Radio & Telegraph Co.; A. J. Costigan, H. B. Martin, Radiomarine Corp.; A. L. Budlong, American Radio Relay League; James P. Veatch, Philip E. Siling, H. H. Edwards, RCA; James D. Parker, CBS; H. L. Cornell, National Federation of American Shipping; M. L. Lamson, Pan American Airways; J. V. Dunn, R. D. Campbell, AT&T; J. R. Hyland, E. C. Homer, Western Union Tel. Co.; Walter A. Hemrich, Press Wireless Inc.; R. G. Nichols, Aeronautical Radio Inc.

Government—Francis Colt deWolf, chief, Telecommunications Division; Harvey B. Otterman, assistant chief; Donald R. MacQuivey, Robert R. Burton, H. G. Kelly, J. N. Plakias, Mary B. Agnew, State Dept.; Capt. Paul D. Miles, A. L. McIntosh, J. D. Durkee, Frank Palik, C. W. Loeber, Jack Werner, John H. Muller, FCC; Col. A. G. Simson, Lt. Col. P. J. Greven, War Dept.; Comdr. J. M. Grider, Comdr. Henry Williams Jr., Navy Dept.; Commodore E. M. Webster, Capt. D. E. McKay, Lt. Comdr. M. D. Berg, Coast Guard; Gordon C. Pearson, Lloyd H. Simson, Civil Aeronautics Administration; Dr. J. H. Dellinger, National Bureau of Standards.

Television Dropouts Reach 80 During Week

TELEVISION dropouts reached 80 last week when four additional applicants withdrew from the field. More than half of those who sought to establish stations have now withdrawn.

Withdrawal of E. Anthony & Sons from Boston left only two out of an original six applications in the area active. Still in the field are New England Theatres Inc. and Westinghouse Radio Stations Inc. (WBZ).

St. Louis, which originally had five applicants, was reduced to one with the withdrawal of ALFCO Co., a partnership composed of Michael Alfend, Truman L. Brown, Samuel I. Berger and Sidney J. Heiman. Remaining applicant is Pulitzer Publishing Co. (KSD).

Others who withdrew were Comerford Public Theatres Corp., Scranton, Pa. (see story page 24), and WGAL Lancaster, Pa.

PARRAN CRITICIZES RADIO ADVERTISING

RADIO ADVERTISING, particularly in the drug field, was criticized last week by Dr. Thomas Parran, Surgeon General of the United States, speaking before a meeting commemorating the 40th anniversary of the original Food and Drug Act. Sponsored by the Food and Drug Committee of the New York State Bar Assn., the meeting at the association building was attended by 250 representatives of the food, drug and cosmetic industries, consumer groups, government agency spokesmen and members of the legal profession.

Dr. Parran in his speech said: "In our efforts to protect the public in the manufacture and sale of food and drugs, we cannot help feeling a deep concern over some of the advertising techniques promoting the sale of products to the general population. In this field, standards self-imposed by the industries are urgently needed. I am referring particularly to the widespread use of extravagant claims and promises held out or implied in drug advertising on the radio."

The chief surgeon decried the emphasis of radio advertising placed on self-medication. He pointed to the newspaper industry saying that it had cleaned up drug advertisements in its news columns until today, many papers make surveys to be sure advertised products conform to standards.

FOR SALE

$10,000.

Minimum Acceptable Bid

• • • • • •

WORLD'S LARGEST COLLECTION OF RECORDINGS FEATURING THE VOICE OF

BING CROSBY

• • • • • •

Over 3,000 items, including pressings from all parts of the world, non-commercial, radio broadcasts, government discs and many personal and exclusive transcriptions. Every commercial record ever made, featuring the CROSBY voice.

Ninety percent MINT condition, in specially constructed cabinets with instant selection feature. Includes complete card index history of CROSBY records and most complete statistical record ever compiled.

May be seen by appointment in New York City. All offers subject to acceptance of seller. Principals only will be granted interview. Cash terms. Strict confidence will be maintained.

WRITE

Box 26—Church Street Station

New York 8, N. Y.

KOIN
"In the People's Cause"
PORTLAND, OREGON
CBS Affiliate
LEWIS H. AVERY, Inc., Nat'l Rep.

You Can't COVER THE WEST without KSL
50,000 WATTS
SALT LAKE CITY • CBS

WBNX
DAILY PROGRAMS IN
Italian Polish English Jewish German
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

CKNW
GIVES THE MOST ON THE COAST
CKNW
NEW WESTMINSTER, B.C.

PW Experiments Reported Success

Tabulations Indicate 88% Acceptance on UN Test

FINAL TABULATION of reports on the 11-day Press Wireless tests of shortwave as a carrier of broadcasts for domestic consumption revealed that approximately nine out of ten of the A3 direct transmissions were acceptable for rebroadcast, it was announced Thursday.

The statistics, based on more than 500 reports submitted to Press Wireless by monitoring stations, are the first definite results released. Tests were conducted from May 19-29 and consisted of 58 shortwave programs, beamed to 20 separate sections of the country [BROADCASTING, May 20, 27, June 3].

Five types of emission were used during the test period and each was broken down in the report released Thursday into 10 individual statistical charts, with the various technical phases of each transmission listed separately.

A3 direct transmission, the type normally used, resulted in an 88% acceptance by receiving stations. Only 12% of the reports covering programs transmitted in that category indicated unsatisfactory reception.

Of that 12% figure, however, the majority of reports indicated that improved receiving equipment would make such transmissions entirely suitable for rebroadcast.

The four other types of emission employed, all experimentally, involved relays and simultaneous transmission of code with program material. They were considered successful by Press Wireles officials, but they did not reach the acceptance figure of the A3 direct transmissions, Press Wireless said.

Much valuable information was obtained during the 11-day period on the proper selection of frequencies to use for specific regions of the nation and other technical data. FCC engineers are studying the Press Wireles tabulations.

To Make Sets

SEVENTEEN Canadian Companies will manufacture radio receivers under licenses of the patent pool, Canadian Radio Patents Ltd., Toronto. This places five new companies, two in Ontario, one in Quebec, one in Alberta and one in British Columbia, on the list of companies now making sets in Canada, most of which are concentrated in the Toronto and Montreal areas. Under new licensing arrangements of the patent pool, a flat rate royalty will be paid, ranging from 60 cents per receiver retailing under $30 to $2.75 per receiver retailing over $250. Canadian prices for receivers are generally about 60% higher than for similar sets in the U. S.

GOTHAM'S PROPOSED TELECITY

Project Plans Complete Film Production For Radio and Television Tenants

Drawing of the Proposed Project.

PLANS for a $60,000,000 television motion picture production center in New York were announced last Friday by Lawrence B. Elliman, 660 Madison Ave.

Designed by John and Drew Eberson, New York architects, the new "Telecity" will be located in the metropolitan area and will be available to networks, radio and telecasting stations, national advertisers, and advertising agencies.

Mr. Elliman stated that expert business and technical management had been secured and that adequate financing had been assured. Corporate structure, officers and directors will be announced shortly, he said.

"Telecity will be built on approximately 1,000 acres," Mr. Elliman announced. "Provision has been made for the construction of 24 large motion picture studios, 150 x 250 x 75 feet, plus every type of maintenance building, services and facilities required in motion picture production, including a complete film laboratory capable of processing and printing all film used in Telecity."

Mr. Elliman also revealed that plans are to include a staff of producers, directors, writers and highly-trained technicians to aid lessees.

HOUSLEY ELECTED AIEE PRESIDENT

J. ELMER HOUSLEY, district power manager of the Aluminum Co., of America (ALCOA), Tenn., was elected president of the American Institute of Electrical Engineers for the year beginning Aug. 1, 1946, at the annual meeting of the institute held in Detroit, June 26.

Other officers elected were: vice presidents: E. W. Davis, chief electrical engineer, Simplex Wire & Cable Co., Cambridge, Mass.; O. E. Buckley, president, Bell Telephone Labs., New York; T. G. LeClair, supervising development engineer, Commonwealth Edison Co., Chicago; R. F. Danner, general superintendent, Oklahoma Gas & Electric Co., Oklahoma City; C. F. Terrell, vice president, Puget Sound Power & Light Co., Seattle; directors: J. F. Fairman, vice president, Consolidated Edison Co. of New York, Inc., New York; R. T. Henry, chief electrical engineer, Buffalo, Niagara & Eastern Power Corp., Buffalo; E. P. Yerkes, engineer of equipment and buildings, Eastern area, Bell Telephone Co. of Philadelphia; treasurer: W. I. Slichter, professor emeritus of electrical engineering, Columbia U. (residing in Schenectady).

Paige Heads Washington Special Events for MBS

JACK PAIGE, publicity head of WOL Washington, last week was named Washington head of Mutual's special events and publicity, according to an announcement from A. A. Schechter, vice president in charge of Mutual's news, special events and publicity. Mr. Schechter said the appointment puts Washington on a par with New York, Chicago and Hollywood as a network originating center. Mutual expansion in Washington also calls for added space at WOL with Charter Heslep, MBS Washington manager, moving to WOL July 15.

Before joining WOL, Mr. Paige was with WHOM New York, WNAX Yankton, S. D., and several Chicago stations. He has won three radio awards for promotion and special events work: Du Pont, Peabody and *Variety*.

Cunningham to Agency

W. D. CUNNINGHAM, formerly in the advertising department of the Westinghouse Electric Corp., Pittsburgh, in a creative and public relations capacity, has joined the creative staff of Fuller & Smith & Ross, New York.

MCDONALD WINNER OF NOMINATION RACE

ARCH McDONALD, veteran sportscaster of WTOP Washington, last week won the Democratic nomination for representative from Maryland's Sixth District, Montgomery County, in the primaries. Montgomery is traditionally Democratic. "I'll keep on with the sports broadcasts for the present," Mr. McDonald told BROADCASTING, "as for the future . . . well, the finals haven't been run off yet, you know." He won a 3,000 vote margin over the next highest candidate, Dawson Horrine, Republican. Mr. McDonald's opponent in November will be Congressman Glen Beall, Republican.

He has been handling sports broadcasts, specializing in baseball, for WTOP for 12 years. For one year he broadcast the American League games from New York, and has been "loaned" by the station several times to handle games not carried by WTOP. For three years he has won the Sporting News Award for top sportscaster in the U. S. This is the first time he has run for public office.

Judith Waller's Book Describes Radio in U. S.

RADIO—THE FIFTH ESTATE, by Judith Waller (Houghton Mifflin Co., $4.)

A PICTURE of American radio is the just published *Radio-The Fifth Estate* by Judith Waller, public service director of NBC Central Division, and a pioneer in broadcasting. The book is second in a series on broadcasting to emanate from the Radio Institute which NBC has conducted for several years in cooperation with Northwestern U., and which was started by Miss Waller. Foreword is by NBC Public Service Counselor James Rowland Angell.

Included are discussions of national forms of radio administration, the organization of American stations, network operation, the duties of all departments within a station, types of programs, and various regulations.

Bendix Reports Loss

BENDIX AVIATION Corp. announces a consolidated net loss of $1,020,118 for six months ended March 31, 1946. Corporation's operating loss for six months of current fiscal year was $8,269,749. Figure was increased by provision for Federal income taxes amounting to $150,369 due on profits of wholly-owned subsidiary so that net loss before estimated refund of carryback credits amounted to $8,420,118. With refund due to carryback credits estimated at $7,400,000, net loss is reduced to $1,020,118, according to consolidated summary of earnings for six months period ended March 31, 1946. Net income for first six months of previous fiscal year was $7,093,560.

Political Conspiracy Charges To Be Submitted Against TQN

A CHARGE of conspiracy against the Texas Quality Network alleging misuse of their clear channel stations in restricting political debate during the gubernatorial campaign in Texas will be filed this week with the FCC, BROADCASTING learned last Friday. An immediate hearing will be sought.

The action, in the form of a petition, will be taken in behalf of Dr. Homer Rainey, gubernatorial candidate and former president of the U. of Texas who was discharged by the Board of Regents in 1944 when he protested the dismissal of several professors from the University.

Stations named in the petition are WOAI San Antonio, WBAP Fort Worth (*Fort Worth Star Telegram*), WFAA Dallas (*Dallas News*), all clear channel stations; and KPRC Houston, 5-kilowatter owned by the *Houston Post*.

KTHT Offer

IN THE MIDST of the controversy surrounding the "conspiracy" charge against the Texas Quality Network for limiting debate on the Texas gubernatorial campaign, Roy Hofheinz, licensee of KTHT Houston, announced Friday he will set aside on five successive Saturday nights preceding the primary on July 27 the choice listening hours of 8 p. m. to 10 p. m. KTHT will give time free to all the candidates for discussion of their qualifications, with a moderator present.

The petition will charge that the four stations, located in the four principal cities of Texas, have adopted a policy of giving only 30 minutes time to a candidate for the period June 13 to July 13 while maintaining a continuous opposition to Dr. Rainey in their newspapers which, the petitioner avers, he cannot answer on the air. The smaller stations in Texas, he asserts, do not reach into the vast areas of the state.

Famed Case

The petition contends that the stations, by limiting debate on vital issues of the campaign and the qualifications of the various candidates, are not performing their functions as clear channel stations.

Dr. Rainey, whose fight in behalf of the dismissed professors was a *cause celebre* and was supported by the Assn. of American Colleges and Universities which blacklisted the University, is a candidate on the Democratic ticket in opposition to Sen. W. Lee O'Daniel, Gov. Coke Stevenson, and eight other entries. His defense of the dismissed professors is an issue in the campaign. The primary election will be held July 27.

Dr. Rainey Complained

Recently Dr. Rainey telegraphed a complaint to the FCC and the Dept. of Justice in which he asserted that the agreement by the four stations of the Texas Quality Network not to sell time to political candidates before June 11 and to sell each candidate only one broadcast during the ensuing month constituted "arbitrary limitation" [BROADCASTING, June 17].

Pointing out that three of the stations are owned by large newspapers, he contended the radio-newspaper tieup enables a few owners to curb discussion of public issues. He said he had been advised that the agreement violates the Federal anti-trust act and is contrary to the spirit of the Federal Communications Act.

Claghorn, Congressmen Celebrate Anniversary

THE HECHT Co., Washington department store, and sponsor of radio programs on WRC, WMAL and WINX, last Wednesday celebrated its 50th anniversary with a special program on WRC 10:30-10:45 p. m., featuring Senator Claghorn—Kenny Delmar, that is. Broadcast was put on during the anniversary dinner at the Hotel Statler and was in the form of an audition for "Most Likely to Succeed in Radio."

With Senator Claghorn, comedian on NBC's Fred Allen program, as sole judge, contestants included: Sen. Claude Pepper (D-Fla.) playing his harmonica; Sen. Glen Taylor (D-Ida.) singing his own composition, "Cowboy Joe From Idaho"; Rep. J. Percy Priest (D-Tenn.) singing "Swannee River"; and a "barbershop quartette" composed of Congressmen Leslie C. Arends (R-Ill.), Harve Tibbott (R-Pa.), Harry L. Towe (R-N. J.), and Frank Fellows (R-Me.). Winner was Senator Taylor, who was awarded "$100 in cash, *Confederate* cash, that is."

Ken French of WRC produced the program, built around an idea of Mahlon Glascock, WRC sales manager.

Local News Series

TO EFFECT local radio news coverage of Los Angeles, KNX Hollywood has developed "City Beat" for weekly airing. Conceived by Chet Huntley, director of public affairs and Jack Beck, KNX newsroom director, program will feature Bob Garred in news report prepared by 17-man bureau. Bureau reporters will personally cover important local events and in case of important events reporters will come to microphone to air their eye-witness accounts.

The Nunn Stations
SERVE AND SELL IN
5 GROWING MARKETS
• WMOB—ABC Mobile, Ala.
• WBIR—ABC Knoxville, Tenn.
• WLAP—ABC Lexington, Ky.
• KFDA—ABC Amarillo, Tex.
• WCMI—CBS Ashland, Ky. Huntington, W. Va.

GOING 5000 WATTS
BIGGER AND BETTER IN IDAHO

KTFI
TWIN FALLS · IDAHO
WEED & CO., Representatives

4,955,144 spindles spinning VICTORY
...daily producing cotton cloth to wrap around the world. Produced from "picker to bolt" in the 16-county WSPA Primary Area.
CBS WSPA SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night
950 kilocycles, Rep. by Hollingbery

Fine transcriptions are recorded on Audiodiscs
AUDIO DEVICES, INC., N. Y. C.

FRIENDS
"TO MAKE A FRIEND, YOU MUST BE ONE." TWENTY YEARS OF SERVICE TO FARMERS IN KANSAS AND ADJOINING STATES HAVE MADE US THEIR FRIEND.
WIBW The Voice of Kansas in TOPEKA

War Assets Requests $646,324 For Year's Radio Advertising

RADIO advertising budget for War Assets Administration in sale of war surplus property during the fiscal year starting July 1 is $646,324, under terms of the Third Deficiency Appropriation Bill reported by the House Appropriations Committee. The sum is allotted to spot announcements and 5 or 10-minute programs [BROADCASTING, June 24].

Breakdown of the $646,324 fund, as submitted by Don S. Burrows, WAA budget officer, brought from Rep. Wigglesworth (R-Mass.) a series of questions on the cost of the radio items, according to the Committee's report of closed hearings held a fortnight ago and just made public.

The radio item provides 3,300 spot announcements at a cost of $379,000. Rep. Wigglesworth pointed out that this amounted to $14 per announcement, far above the average shown on station rate cards.

Also provided are 361 5- or 10-minute broadcasts costing $180,500. Rep. Wigglesworth called Mr. Burrow's attention to the fact that it amounted to almost $500 for each program.

The two items total $559,500, leaving $86,824 unaccounted for in the testimony as made public.

At WAA it was informally stated that a precise advertising program cannot be laid out in advance because of the fluctuating nature of the whole surplus property sales program. Advertising officials probably will allot the money as the day-to-day situation requires, should it be appropriated by Congress.

Total direct advertising item in the 1947 WAA budget is $8,000,000, with another $8,000,000 for catalogues, listings, brochures and direct mail notices. WAA advertising agency is Fuller & Smith & Ross.

Rep. Cannon (D-Mo.) asked Lt. Gen. Edmund B. Gregory, WAA Administrator, "Would your experience lead you to believe that (radio) is a paying form of advertising, that you get as much from radio advertising as from standard methods?"

General Gregory explained that WAA had done "very little radio advertising." WAA has been selling most of its surplus to manufacturers, wholesalers and jobbers, aside from that sold to veterans who enjoy preference in acquiring items.

Most of the material has been producers goods rather than consumer items. WAA, however, has just embarked on a move-everything-quick program based on sales at sites all over the nation. This program is to be widely advertised and may utilize network radio as well as the spot and program schedules mentioned in the 1947 budget.

Rep. Taber (R-N. Y.) asked General Gregory at the hearings if any shortwave radio stations had been declared surplus. He said he knew of none, Rep. Taber then asking him to submit a report for the record since he wondered if the Crosley station in Cincinnati had been declared surplus.

A statement was placed in the record that the Crosley station had not been declared surplus by Reconstruction Finance Corp., predecessor surplus disposal agency to WAA.

MEETING IS HELD BY NBC ENGINEERS

THE ANNUAL five-day meeting of NBC's owned and operated station engineers ended June 28 with the six out-of-town engineers returning to their respective stations after a week's study of the latest engineering developments in FM, AM and television.

Engineers at the meeting, which included visits to the RCA Laboratories in Princeton, N. J., and the Camden plant of RCA, were: Alfred H. Saxton, NBC western division; Howard C. Luttgens, WMAQ Chicago; Robert H. Owens, KOA Denver; Ed Leonard, WTAM Cleveland; Alfred E. Johnson, WRC Washington; Curtis D. Peck, KPO San Francisco and Ferdinand A. Wankel, WEAF New York.

New York NBC engineering executives who attended the meeting included: O. B. Hanson, NBC vice president and chief engineer; George McElrath, manager of the engineering department; Raymond F. Guy, radio facilities engineer; and Chester A. Rackey, audio-video facilities engineer.

Erwin Moves

ROBERT A. ERWIN, Washington correspondent who supplies a number of Southern stations with regional news service from the capital, moves today to new offices in The Evening Star building. He signed a contract last week with President George P. Rankin, Southeastern Broadcasting Co. (WMAZ Macon) to furnish a daily central Georgia news report for the station.

AFN Jobs Filled

POSITIONS with American Forces Network [BROADCASTING, June 10] open earlier in the month have been filled, according to Lieut. Howdee Meyers, AFN program director, and former special events director of WGN Chicago. However, Lt. Meyers expects a limited number of new openings by November, he told BROADCASTING last week. These will be filled from applications on file.

GAPON IS ASSIGNED FARM RADIO OFFICE

Mr. Gapon

Mr. Baker

KENNETH G. GAPON, head of the western office of the Dept. of Agriculture Radio Service at San Francisco, on July 12 becomes head of the service. He succeeds John C. Baker, department radio chief who has resigned to become editor-in-chief of National County Agent News Syndicate, Philadelphia.

Mr. Baker will be in charge of the syndicate's Washington office, which will originate a daily farm radio script service for stations of 5 kw or less [BROADCASTING, June 3]. He had returned to Dept. of Agriculture a year ago after service in the Marines. Prior to joining the department in 1938 he had been in charge of agricultural and public service programs at WLS Chicago.

Mr. Gapon has been with the department a decade, contacting State radio personnel and holding radio training schools for extension agents. He had been with the Wisconsin agricultural extension service before joining the radio service.

DEPARTMENT STORE SHOWS RCA VIDEO

A TELEVISION demonstration has been conducted for the past two weeks in Kaufmann's, Pittsburgh department store, in a setup similar to one used in Gimbels, Philadelphia.

RCA engineers installed four jeep cameras in the store, and 12 RCA receivers were placed in a studio constructed for the demonstration on the eleventh floor of the store.

Programs used live talent from a nearby school with animated cartoons filling in between regular advertising shows. The shows were between 10 and 15 minutes duration and were given between 7 and 10 times a day.

One show was piped from the Mellon Institute in Pittsburgh and demonstrated the testing of fabrics in the Institute's laboratory. RCA also had a 60-foot display of radio and television equipment in the store. The store is tabulating audience reaction to television and will announce results next week.

Underwood Returns

ERNEST UNDERWOOD, released from the Navy as commander, has rejoined KFRC San Francisco as chief engineer. James McArdle, who has been acting chief engineer, will be in charge of station's technical operations and personnel, concentrating on FM and television.

LUCKMAN, O'NEIL IN 'FORTUNE'

Magazine Sketches Review Business Achievements Of Lever and General Tire Heads

"THE THOROUGHLY planned and managed personality" of Charles Luckman, Lever Bros. new president, is revealed in the July issue of *Fortune* magazine, along with the story of General Tire & Rubber Co.'s "Lusty Bill O'Neil." Mr. O'Neil is also president of the General Tire stations: WNAC WAAB WEAN WICC (The Yankee Network), and WHTD.

Fortune follows the Luckman story from the day he left the U. of Illinois in 1931 with a "college diploma, a marriage license, and an architect's certificate."

Story of His Career

"At 22 he began as a green salesman of Colgate-Palmolive-Peet soap; by 25 he was managing Colgate's largest U. S. sales district, comprising six populous midwestern states. At 26 he went to Pepsodent as sales manager; by 34 he was president at $100,000 a year (plus bonuses) and owned 15% of the stock. The next year saw the start of his Lever career. In June 1944, Lever bought Pepsodent; Luckman remained president of Pepsodent and also became a vice president of Lever. Two years later he got the top job."

That is the cold story of his rise. It doesn't begin to tell the story of his sales and administrative genius. From the first, *Fortune* says, when an idea of his was challenged —and it often was, because of his youth—"he bundled the challenger into a store with him and sold soap with it."

Another Luckman trick is sleeping on a decision, says *Fortune*. "I prefer to plan a job thoroughly first, and then go like hell," the article quotes him as saying.

Through a rigorous overhauling of marketing practices, the article tells, he managed to pull Pepsodent out of the red—and came to know 35,000 druggists by their first names.

Annual Budget

When he became president the "leitmotiv of his system was . . . cooperative planning," states *Fortune*. "At the top of each department he placed the strongest man he could find . . ."

Lever's annual radio budget is roughly $8 million, says *Fortune*. "The rest of Lever's $15 million-a-year budget for advertising . . . is divided between newspapers and magazines," according to *Fortune*.

The article on William Francis O'Neil tells how he has "plumped his conservative company (General Tire & Rubber Co.) into a hubbub of growth and diversification." Reflecting Bill O'Neil's "informal exuberance," says *Fortune*, the company "has even taken off into the airwaves with the acquisition of a large radiobroadcasting chain [Yankee Network]."

"The company seems to find nothing particularly odd about a tire maker owning a string of radio stations," the article states. "O'Neil explains that he first became interested in radio when he bought an Akron station [WJW now Cleveland] for the purpose of leading organized labor into 'thinking straight.' Cheerfully vague as to whether he succeeded in this quixotic purpose (General Tire is organized by the CIO), O'Neil does say positively that he soon found radio to be a gold mine . . .

"General Tire, with the majority approval of the FCC," the story continues, "acquired the Yankee Network outright at the bargain price of $1,340,000. Two FCC members submitted dissenting opinions. The dissidents raised interesting questions of public policy that even now cause General officials to play down the success of their radio enterprise for fear of upsetting a lucrative applecart. Actually it has been twice as profitable, percentagewise, as the tire business. A dividend of $418,000 was paid by the Yankee Network in 1944."

Complaint Dismissed

COMPLAINT filed by Transradio Press Service Inc. against American Telephone & Telegraph Co. 21 associated Bell System companies and Cuban American Telephone & Telegraph Co., attacking reasonableness of A. T. & T.'s rates and charges for press private line teletypewriter service would be dismissed under proposed decision issued Thursday by FCC.

Two Educationals

FCC last Thursday authorized two new noncommercial educational FM stations—the College of the Pacific, Stockton, Calif. and the Santa Monica School Board, Santa Monica, Calif.—subject to CAA approval. College of the Pacific was granted use of 91.3 mc with power of 2.6 kw and the Santa Monica School Board was authorized power of 0.3 kw on 90.1 mc.

Durr, Reinsch to Speak

CLIFFORD J. DURR, FCC commissioner, and J. Leonard Reinsch, radio advisor to President Truman and managing director of the Cox stations, are to participate in the Aug. 22-28 Radio Conferences of the Southern Baptist Convention. Mr. Durr will lead a conference on "FM and Religious Broadcasting," Aug. 24, Saturday, 10 a. m. Mr. Reinsch will speak the following afternoon at an inspirational meeting. His topic is "Radio in the Life of Tomorrow."

Ratification by Pan American Nations Awaited on Uniform Copyright Proposal

UNIFORM system of copyrights is provided by an Inter-American convention on copyright protection, now awaiting ratification by the Pan American countries. Convention was adopted after a three-week meeting in Washington under auspices of the Governing Board of the Pan American Union.

Protection is provided authors on such uses as television, broadcasting, telephotography or "by any other method now known or hereafter devised and which may serve for the reproduction of signs, sounds or images"; also for transpositions, orchestrations and dramatizations or other transformations or reproductions.

Works covered include dramatic or dramatico-musico works; musical compositions with or without words written or recorded versions of lectures, addresses, lessons, sermons and other works of a similar nature; any literary, scientific or artistic work that can be published or reproduced.

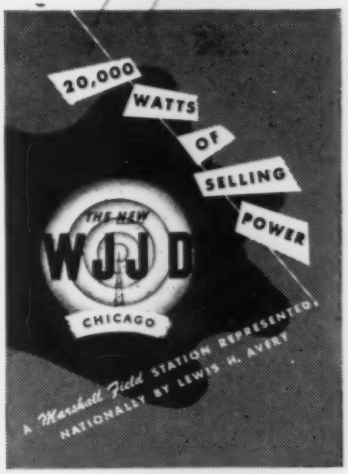
Duration of protection by copyright is governed by the law of the country in which protection was originally obtained, but it may not exceed the duration fixed by the law of the country in which protection is claimed.

Without formality, the convention provides that copyright protection obtained in one state automatically grants protection in the other states.

The new convention replaces the 1910 convention of Buenos Aires and the revision signed at Havana in 1928, and all earlier inter-American conventions on copyrights. However, it does not affect rights acquired under the earlier conventions. The recent meetings were held under a resolution adopted at the Eighth International Conference of American States at Lima, Peru.

In a series of resolutions, the conference decided that principles of the convention should be incorporated in legislation by the nations. Uniform term of copyright protection was advocated and periodic meetings of copyright officials of the countries were favored. The conference opposed pledging by authors of their entire future production. Creation of an Inter-American copyright office under the Governing Board of the Pan American Union was advocated.

Representing the broadcasting industry during the conference discussions was W. Bryce Rea Jr., of the NAB legal staff.



WCKY

the 50,000 watt voice of Cincinnati

"GATEWAY TO THE RICH TENNESSEE VALLEY"
50,000 WATTS
CBS
WLAC
NASHVILLE
REPRESENTED BY PAUL H. RAYMER CO.

FOR THE
"World's Best Coverage of the World's Biggest News"
UNITED PRESS

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Good combination operator and announcer with first class license. NBC station, intermountain west. Substantial salary and permanent affiliation for right man. Box 373, BROADCASTING.

Wanted—Three combination announcers and engineers for 250 watt southern station. Must have first class license. All replies confidential. Address Box 446, BROADCASTING.

Radio times salesman wanted to do constructive selling. Must write copy for own accounts. No high pressure selling. NBC station, well established. Rocky mountain area. Box 449, BROADCASTING.

Help wanted—Community service director—to plan, contact, supervise educational, cultural, and public service programs—full knowledge of programming, production and good background necessary. Tell all in first letter with picture. 5000 watt NBC affiliate, South Atlantic state. Box 466, BROADCASTING.

Staff accordionist who plays popular novelties, polkas and hillbilly, midwest regional station. Box 467, BROADCASTING.

New England network affiliate now considering announcing and first class engineer applications. Opportunity to grow with a progressive station in a beautiful and prosperous community. Send qualifications, salary requirement. Box 475, BROADCASTING.

Wanted immediately—Single man with first class operator's license. Midwest station. No experience necessary. Give full particulars. Box 484, BROADCASTING.

First class operator, 250 watt Mutual station. Write giving background information, salary expected. WSSV, Petersburg, Virginia.

New York independent station has immediate opening for a sales manager or salesman who is well acquainted with the New York radio agency picture. Salary and commission. Box 494, BROADCASTING.

Engineer-announcer wanted by NBC station in citrus belt of Florida. Experience in routine announcing required. No engineering experience necessary. First class license required. Good salary. Opportunity for advancement. Radio Station WLAK, Lakeland, Florida.

Engineer—Single man under 25, first class permit, for 40 hour week job starting at $35.00. Rush application to WMAJ, State College, Penna.

First class ticket with ability to announce. Pay $40.00 weekly. WTMC, Ocala, Florida.

Engineers, announcers. Radio's Reliable Resources (Employment agency), Box 413, Philadelphia 5.

Engineer-announcer wanted by southern Mutual affiliate. Must have first class license and be able to handle announcing shift. Good pay, pleasant surroundings. Contact T. K. Vassey, WMLT, Dublin, Georgia.

Announcer-engineer. Immediate opening for first class engineer capable of taking turn on mike. Position permanent—salary excellent. WLAG, LaGrange, Georgia.

Commercial manager needed by 250 w Mutual station. Excellent opportunity for advancement. Must be experienced salesman, preferably experienced in radio. Veterans given first consideration. Send snapshot and complete information in first letter to Muscle Shoals Broadcasting Corporation, P. O. Box 230, Sheffield, Alabama.

Combination announcer-operator with first class license for regional NBC affiliate. Send snapshot first letter. KSEI, Pocatello, Idaho.

Wanted Immediately: First Class operator, permanent position, salary $40.00 for 40 hours. Send qualifications and snapshot to WNEX, Macon, Georgia.

Chief engineer who can supervise construction and operate new regional Illinois station. Class 1A license, plus 5 or more years experience. Give full details. References. Box 497, BROADCASTING.

Help Wanted (Cont'd)

Announcer—If you are thoroughly experienced, sober, reliable and want berth at good station with a future write fully to Station WOLS, Florence, S. C.

Wanted—Operator with first class ticket for control room and transmitter in a Texas 250 watt network station. Give experience and minimum salary in first letter. KSAM, Huntsville, Texas.

First class ticket with broadcast experience for immediate opening. All details first letter. WENC, Whiteville, N. C.

Situations Wanted

Nine years experience announcing, selling, managing. Want job on 250 watt in small town with chance to eventually buy interest. Capable, dependable. Box 392, BROADCASTING.

Two men—Staff announcer, M. C. and commercial writer. Announcer 4 years platter, staff work. Commercial writer veteran, 27, stable. Prefer small station, permanence. Box 413, BROADCASTING.

NBC staff director desires program or production opening with community station. Prefer midwest but go anywhere if opportunity right. Veteran, 55 months service. Covered war with wire recorder Normandy to Germany. Box 456, BROADCASTING.

Program director—Nine years' commercial radio experience as announcer, news editor and production supervisor. Thoroughly familiar with all phases of programming and dramatic, musical and public service production. Administrative and executive management ability likewise evidenced by present position as assistant manager of 5000 watt network affiliate. Veteran, university graduate, married. Box 465, BROADCASTING.

Engineer—operator—First class license, can do announcing, recently discharged from Navy, 15 years experience in all types of transmitters. Box 471, BROADCASTING.

News announcer—editor position wanted. Can furnish proof of popularity. Employed 50 kw staff announcer. AFRA member. Versatile. Veteran. Transcription available. Box 473, BROADCASTING.

Young couple: affable, intelligent; man has 1st class phone telegraph licenses; 2 years chief ship's radio officer; also excellent radio voice. Woman handles continuity, drama, documentary and commercials. Station experience as newscaster, writer, director. Ohio U. B. S. in journalism. Excellent references. This couple will be an asset to your station. Box 474, BROADCASTING.

Commercial manager—Twelve years in present positon, with excellent record of results and earnings. Prolific in ideas and showmanship and a believer in aggressive programming and local production. Desire change because station is changing ownership. Box 477, BROADCASTING.

Young married veteran. 1st class phone. Army communications up to 40 kw FM-AM installation maintenance. Broadcasting experience. Announcing ability. Desires chief position new station. Box 478, BROADCASTING.

Farm director-promotion manager 100 watt to 50 kw experience, now employed, prefer mid-west. Best of references, family man. Box 480, BROADCASTING.

Available as manager or program director. Eight years radio. Five years executive experience Washington, D. C. network station. Background includes new station organization. My references are radio men you know. Box 481, BROADCASTING.

Announcer-veteran. Graduate of course in all phases radio technique at leading school. Handles all types announcing. Also write continuity. Background in sports and music. Single, unattached, 26. Will travel. Box 482, BROADCASTING.

Situations Wanted (Cont'd)

Veteran would like to tie up with progressive network station. Available July 30. Announcer, newscaster, production man four years, also handled successful record request shows. Can furnish excellent references. Box 483, BROADCASTING.

General manager—Ten years experience small, medium, metropolitan markets; network and independent stations. Let's talk business! Box 485, BROADCASTING.

Chief engineer—Six years experience installation, maintenance, operation AM and FM. Extensive experience wire and disc recording. Veteran. Available immediately. Box 487, BROADCASTING.

Department Store Radio Specialist—14 years as successful radio director of leading department stores in two major New York state cities. Full knowledge of station operations as well as retailing. Superb record with many success stories appearing in national trade journals. Desires affiliation with radio station or agency that is interested in doing outstanding job with department stores. Married, 37 years old, best of references. Box 489, BROADCASTING.

Announcer — Experienced: newscasting, commercial, classical music commentary. Transcription available. Preferably within 300 miles New York City. Box 491, BROADCASTING.

Capable Engineer—First class telephone, first class telegraph license, sixteen years experience. Will give special consideration for housing facilities for family of four. Box 490, BROADCASTING.

Chief engineer, age 33, married, desire station in south or southwest, well experienced, best referencs. Box 492, BROADCASTING.

Engineer—First class license, 8 years experience in Naval installation and maintenance. Good educational background. Harry C. Seyffer, 246 Portland St., S. E. Washington, D. C.

Veteran—Announcer—program director. Five years experience anouncing, editing news, copy, air traffic, 5000 watt west coast station. Excellent references. Married. Min. $50.00. Perry Carle, 120 N. Washington, Hinsdale, Illinois.

Invasion! Young vet—Anxious to make career in television commercial advertising or studio operation and production as studio assistant or camera dollyman. Needs a beachhead. Warren Richmond, Box 122, Flatbush Station, Brooklyn 26, N. Y.

Operator—veteran. First class phone and telegraph license. Served two years as chief radio officer aboard ship. Good radio voice. Marvin Skydell, 2106 Wallace Ave., New York 60, N. Y.

I want a job: As space or time salesman; 27 years; married; college, veteran; was district supervisor of circulation and promotion for two years with second and largest selling magazine in United States; also sold space for national publication; personable; excellent character. References; and great desire to make good—but, need the opportunity to prove ability. Bert C. Halperin, 390 West End Ave., New York 24, N. Y.

Announcer. Veteran. College degree. Graduate of School of Radio Technique. Now employed. Desires job in east. Joseph Rappoport, 410 34 St., Union City, New Jersey.

Qualified—Available producers, news, salespeople. Radio's Reliable Resources, Box 413, Philadelphia 5.

Announcer—24. Steady. Reliable. Los Angeles station experience. Excellent educational background. Seeks security in small western community. References and disc on request. John Willis, 1231 N. Genesee Ave., Hollywood 46, Calif.

AA degree from U. of Calif. Radio writer-announcer with civilian, Army experience. Currently newscasting on 1000 watter. Consider any offer. Write: 1053 San Jose St., San Leandro, Calif.

Announcer — Experienced in platter work, newscasting, etc. Desires small station, permanent job, any location, salary unimportant. Married. Box 499, BROADCASTING.

Commercial Man, 21 years in radio, 45 years old, seeks job in challenging market with aggressive station, new or old. Desire either stock interest or salary override. Background includes every phase of national, regional and local selling. Widely known among national agencies and advertisers. Best references. Box 496, BROADCASTING.

Situations Wanted (Cont'd)

Army veteran, single, wishes sales job particularly southwest. Age 30. Radio background includes selling, promotion, merchandising and publicity in metropolitan major market for independent stations. Best references. Phil Reilly, 3200 16th St. N.W., Washington, D. C. Phone DEcatur 6400.

For Sale

Collins 12H console, 4 microphone channels, 2 turntable channels, 6 remote circuits, 6 watt monitor output. Also pair 75A Presto cutting and playback turntables; two good rebuilt belt driven Universal cutting turntables, professional models: one 87B amplifier; some extra parts. All good as new. For sale as unit. Box 472, BROADCASTING.

New RCA MI 12701 special, portable recorder in airplane luggage case: amplifier; speaker, Weston level indicator, playback, commercial cutter, 78 and 33 1/3, 15 minutes on 13¼ disc; dynamic mike and stand; $275, $50 deposit, balance COD. Box 476, BROADCASTING.

Two local network stations located in thriving connected markets. All inquiries strictly confidential and must bear ample evidence of financial stability. Box 486, BROADCASTING.

3 A-X UTC Equalizer, never used, $160. Max Jules Gottschalk, 37 West 52nd Street, New York City, Eldorado 5-9373.

Station and program managers: U. S.—Canada. Vive La France! The original recording of the French liberation now available for radio. A thrilling and moving program can be created with this historic document. Features voices of Eisenhower, Bradley and DeGaulle. Unusual atmosphere of gunfire, victory bells, music, on-the-spot interviews, etc. Don't miss this chance to put over a fine show celebrating Bastille Day, July 14. Write for details, Album #518. Disc Company of America, 117 W. 46 St., New York 19, N. Y.

Brand New Western Electric type 241—A double plug two ft patch cords $7.00 each. Also brand new thirty inch two conductor type PL—55 patch cords $2.00 each. Limited quantity General Electric DB meters. 3 inch rectangular case $10.00 each. All orders shipped prepaid upon receipt of check with order. Broadcast Equipment Co., Box 222, Evanston, Ill.

For sale—Used Western Electric 71-A 1000 watt linear amplifier. Also one kit of parts for 250 watt composite transmitter: includes meters, transformers, condensers, chassis, cabinets, etc. Make an offer. WRLD, West Point, Georgia.

250 watt RCA-Kluge AM transmitter and composite speech input, in use here past year. Make offer, cash only. KONP, Port Angeles, Washington.

Hewlett-Packard 400A VT Voltmeters. Price $120.00. Perfect condition, immediate delivery, limited quantity subject to prior sale. Ace Electronics, 4403 Little Neck Parkway, Little Neck, L. I., N. Y.

WE 304-A 1 kw transmitter. All self contained. No rotating parts. Clean and ready for immediate use. Price $3950.00 cash, FOB, Memphis. E. A. Alburty, Southern Broadcasting Service, Hotel Gayoso, Memphis 3, Tenn. Tel. 8-6860.

ANNOUNCER-OPERATOR

Excellent opportunity for an experienced announcer capable holding chief announcer position—news, commercials, records. Must have first class phone license although actual engineering experience unnecessary. About August first. 250 watts in Rocky Mountain West. Send full information first letter.

BOX 488, BROADCASTING

WANTED — URGENT

General Radio 516C or 916 A RF Bridge, 605B Signal Generator, 670F compensated Decade Resistor Box or equivalent and associated accessories. Quote prices and condition immediate cash sale.

BOX 500, BROADCASTING

REPRESENTATIVE

● With ample financial resources and twenty years experience in broadcasting and allied fields available. If you have a product or service to sell to advertisers, agencies, music publishers or radio stations in and around New York and desire capable and conscientious service, write Suite 706, 507 Fifth Ave., New York 17.

KNUTTI TO RAHALL; CHANGES AT WORD

FRANK KNUTTI, general manager of WORD Spartanburg, S. C., has been appointed general manager of Rahall Broadcasting Co., controlling operations of new stations in Beckley, W. Va., Norristown and Allentown, Pa. Francis M. Fitzgerald, released from the Navy, has been appointed his successor at WORD, it was announced last week by Joseph M. Bryan, co-owner of Spartanburg Broadcasting Co., station licensee, and president of Southeastern Broadcasting Co., licensee of WBT Charlotte, N. C.

Under the new managerial set-up, the operation of WORD will be under the supervision of Charles H. Crutchfield, Southeastern secretary-treasurer and WBT general manager. Mr. Fitzgerald formerly served as sales promotion manager of WSOC Charlotte and program director of WCSC Charleston, S. C.

The Rahall station in Beckley, WWNR, is completing its new building and expects to be on the air Aug. 1, according to Mr. Knutti. WWNR will use 250 w on 1450 kc.

Bishop Appointed

JIM BISHOP, publicity director of Hixson-O'Donnell, Los Angeles, has been named director of public relations. Bob Wolcott, who recently joined agency, has been named publicity director.

For Sale (Cont'd)

Western Electric 250 watt audio output transformer, 9,000 to 9 ohms, 100 to 10,000 cycles. New. $10 postpaid. J. R. Yost, Hotel Beechwood, Summit, N. J.

For sale—General Radio 575D-581A frequency deviation meter recently overhauled by General Radio for 1450 kc and not in service since. New crystal, completely AC operated. $420.00 Theodore Kalin, 717 Main St., Fitchburg, Mass.

For special sale: Cable; 18 conductor consisting of 14 conductors number 22 stranded rubber covered and 4 conductors 18 stranded rubber covered; jute interline tinned shield overall with heavy Vinylite waterproof rodent proof covering. List price 36c per foot. Have eight thousand feet available at 20c per foot for quick sale FOB Washington. First letter with 25% deposit takes entire lot. Balance shipped COD. Will submit samples. Write, wire, or phone Electronic Engineering, Inc., 1124 Vermont Avenue, N. W., Washington, D. C., Republic 5133.

Wanted to Buy

Western Electric 639, 618 and RCA 44BX, 88—A microphones complete with mounting fittings but without internal mechanism. Desire undamaged cases to use as dummies for photographic purposes. Write to Box 495, BROADCASTING.

Wanted—1 kw transmitter and associate equipment for new 1,000 watt station. Must be in good condition and ready for immediate use. Box 498, BROADCASTING.

Used 250 watt AM transmitter wanted. Supply details in first letter. Box 501, BROADCASTING.

Miscellaneous

An investment. Newly-formed transcription company needs capital. An opportunity to invest and share in sound business idea. Complete facilities available. Five fine commercial shows in production. Replies held in strict confidence. Box 377, BROADCASTING.

Veteran—Now with FCC needs partner interested in applying for 250 watt station. Good spot. No station in city over 30,000. Partner with engineering experience preferred. Box 479, BROADCASTING.

Disc jockey's comedy material. Box 493, BROADCASTING.

Fox Case Is Named Manager of KIST

Captain Butcher to Direct Policy of New Outlet

FOX CASE, who recently resigned as assistant director of CBS Washington operations, last Friday was named general manager of the new KIST Santa Barbara, Calif., licensed to Capt. Harry C. Butcher, and scheduled to begin operation early this fall as an NBC affiliate.

Mr. Case

Captain Butcher, former naval aide to General Eisenhower and author of the best seller *My Three Years with Eisenhower*, will direct policy operations with day to day management reposing with Mr. Case.

"Fox is joining me in the building of KIST and its organization," Captain Butcher said. "However, I'm not going to let him have all the fun of starting and running the station. I hope to have a small but alert staff of which Case will be my executive officer."

Mr. Case headquartered in Los Angeles for 10 years before joining CBS-WTOP a year ago. He organized and directed CBS news, special events, talks, agriculture, public service and publicity at CBS Hollywood headquarters. He will assume his new duties in early August following completion of personal business affairs.

Captain Butcher, prior to the war, was vice president of CBS Washington operations. Mr. Case served as assistant director in Washington under Earl H. Gammons, present CBS Washington head.

KIST has offices in the Benjamin Franklin Bldg. Technical tests for the new station were conducted by Lloyd Sigmon, chief engineer of KMPC Hollywood, formerly a lieutenant colonel, who served as chief radio officer in the communications zone of the European theatre where he and Captain Butcher frequently collaborated on communications for radio and press.

Bishop Alma White

BISHOP ALMA WHITE, 84, founder of the Pillar of Fire church operating WAWX Zarephath, N. J., and KPOF Denver, died Wednesday at the denomination's headquarters at Zarephath. Bishop White founded the sect in 1901 at Denver after breaking with the Methodist church. The denomination's two broadcast stations operate on a parttime basis. Bishop White was born in Lewis County, Ky., in 1862. Her husband, Rev. Kent White, died in Denver in 1940. They had two children.

PROMOTIONS GIVEN TO KLEIN AND SMITH

TWO-WAY shift in sales executives of KYA San Francisco and KLAC Hollywood has resulted in the elevation of Bob Klein as assistant sales manager of KLAC and Les Smith to a similar post with the former, Don Fedderson, general manager of the stations, announced last week.

Mr. Klein joined KYA in September 1945 after four years in the Navy. Previously he had been on the sales staff of the California Packing Co., San Francisco. He is a native of Oakland, Calif., and attended the U. of California, Berkeley.

Mr. Smith has been a salesman with KYA since last January, following three years in the Army. Before war service he was on the production staff of NBC New York for two years. He attended Columbia U., New York.

Dave Lundy, KYA-KLAC general sales manager, said the changes were made in an effort to effect "closer knit procedure of two market operations under unified management."

Permission of SEC Is Asked by ABC

ABC last week filed an application with the Securities Exchange Commission for permission to issue 950,000 shares of $1 par value stock in the network's capitalization plan announced two months ago [BROADCASTING, April 29].

The offering was proposed through Dillon Read & Co. heading a syndicate of investment houses.

The network also proposed to reserve 50,000 other shares to be issued to obtain services or interests of persons not now in the network's employ. This provision lent substantiality to previously published reports that ABC might, in the future, offer stock interests as added inducements to high-priced radio talent to sign with ABC.

The network also proposed to reserve 100,000 of the 950,000 shares for sale to affiliated stations.

Although the selling price of the proposed stock was not set, it had been reported two months ago by sources other than the network that it would probably be in the neighborhood of $15 per share.

The financial balance sheet which ABC filed with the SEC differed slightly from the one it filed three weeks ago with the Federal Communications Commission in connection with its application for a television station in New York.

The report filed with the FCC showed the network's financial position as of March 31, 1946, while that filed last week with the SEC had been revised somewhat by auditing since the date of the FCC filing. In the FCC report, total assets were listed at $13,085,906.22, with liabilities and capital, of course, the same. In the report submitted to the SEC last week the revised figure was $12,767,510.

Mesters File Suit On Denial of WOV

SUIT to set aside the FCC order denying application of Murray and Meyer Mester, Brooklyn, to purchase controlling interest in WOV New York, was filed Thursday in the U. S. Court of Appeals, 2d District, Brooklyn.

Named as defendants in the suit, filed under the Urgent Deficiencies Act, are the U. S., FCC, and three stockholders of Wodaam Corp. (WOV licensee), Arde Bulova, Harry D. Henshell and Richard C. O'Dea. Appeal was filed by the Mesters' counsel, Segal, Smith & Hennessey, Washington, and Bernard Noskin, New York.

Commission's decision was made final March 5 [BROADCASTING, March 11]. Counsel for Messrs. Bulova and Henschel — Dow, Lohnes & Albertson—had stated last March they would not join in the appeal because they feel the contract is over.

In the Mester's suit it is alleged the FCC had no power to deny the sale of WOV on the ground that the purchasers had been involved in litigation with other departments through Balbo Oil Co., which they own. The FCC finding is declared to be arbitrary and capricious and not supported by the evidence.

The suit contends the FCC conclusions and orders are not in accordance with the Communications Act. FCC, it is charged, applied different standards and considerations from other applications in deciding the case. If the decision and order are within the scope of the Communications Act, it is claimed, the Act is unconstitutional as a delegation of power contrary to Article 1, Section 1.

Original contract of sale provided transfer of 50% of Class A stock of Wodaam Corp. and 80% of Class B stock for $300,000. The FCC's denial contended the applicants had not established "adequate technical, character and other qualifications" to convince the FCC they should be entrusted with duties and privileges of a station license.

LOSS OF $1,520,588 REPORTED BY IT&T

INTERNATIONAL Telephone and Telegraph Corp. last week reported a consolidated net loss of $1,520,588 in the three months ending March 31, 1946, as against a consolidated net income of $2,010,405 for the same period of 1945.

Reconversion from war production to peace time work by the Federal Telephone and Radio Corp., IT&T subsidiary, is primarily responsible for the first quarter loss, the corporation said.

Sales of FT&R during the first quarter of 1946 amounted to $2,099,261 with a net loss of approximately $2,700,000, compared with sales of $20,855,245 and a net profit of some $684,000 during the corresponding period of 1945.

Summer Institutes Are in Full Swing

KYW Philadelphia, for the fourth successive year, last Thursday began its annual workshop, lending facilities to all of the area's private and public schools. The cooperative project of the Westinghouse station and the local board of education will continue through July on a daily basis.

Courses stress four basic subjects of radio: script writing, production and acting, evaluation and utilization of programs, organization of radio workshops in schools.

Guest lecturers who have already accepted invitations to address the workshop are:

Dr. Franklin P. Dunham, chief of radio, U. S. Board of Education; Mrs. Doris Corwith, assistant to the manager of NBC public service department; Mrs. Gertrude B. Broderick, assistant radio specialist, U. S. Office of Education; Dr. Frederick Gruber, school of education, U. of Pennsylvania; Kelsey B. Sweatt, radio director, Massachusetts State Dept. of Education; Robert E. White, KDKA Pittsburgh education director; John A. Holman, business manager of stratovision broadcasting, Westinghouse Electric Corp.; Gordon Swan, program manager, WBZ-WBZA Boston-Springfield; George Slade, education director, WBZ-WBZA; Ben Hudelston, education director, WOWO Fort Wayne, Ind.; Robert Macdougall, education director, WAAT Newark, and former regional vice president of the Assn. for Education by Radio; and J. E. Baudino, manager KDKA Pittsburgh.

A parallel course, open to high school students specially selected by the board of education, has enrolled 60 students and will stress acting and script writing. Instruction in this is given by William C. Galleher, KYW education director, assisted by Ruth Doerr Brierly, representing the schools.

Teaching plan was conceived by Gordon Hawkins, program and education director of Westinghouse Radio Stations, Inc., in collobration with Miss Gertrude Golden, district superintendent of the Philadelphia public school system.

* * *

Oklahoma U. Course

TEN DAY institute and colloquium, entitled "The Radio Station in America," is currently running until July 3 at the U. of Oklahoma, Norman. Under the direction of Dr. Sherman P. Lawton, coordinator of radio instruction at the university, the institute started June 20.

Agency, radio, university and network speakers have been listed for the course. The institute is also making visits to studios of WNAD Norman; WKY, KOMA, KOCY and KTOK in Oklahoma City; KGFF Shawnee; and KSWO Lawton, Okla.

* * *

KPO—Stanford Institute

FOURTH summer radio institute of KPO and Stanford U., which opened June 20, is now runing for eight weeks and offering courses in all branches of radio. Inez Richardson, Stanford U., is coordinator.

The KPO-Stanford Institute was inaugurated as a wartime measure to meet manpower shortages in the industry. Enrollment for this year is said to be predominately veteran.

Radio Reporters Answer Charges Made On Their Coverage of Railroad Crisis

EDITOR, BROADCASTING:

In your most recent issue a letter from Lester Harlow of Arlington, Va., criticized Mutual's Washington coverage of the first railroad strike—the one that was called off at the last minute.

Mr. Harlow says (1) we misrepresented our position as being on Union Station concourse whereas actually we were at Track 16; (2) we over-estimated the crowd and (3) the crowd did not cheer but only sighed when the strike's end was announced.

As to Point One, of course we were on the concourse but within the high open-work fence at the head of Track 16 where we could be in touch with train crews, whose actions and feelings we were reporting along with the general station scene.

Mr. Harlow has a point in his Number Two. Union Station was something less than jammed although there was a big crowd there. The several thousand people of whom we spoke were rapidly dispersing in the 15 minutes before we went on the air. Remember that the people had just been informed a truce had been called. Our network had reported that.

As to Point Three, we still don't think it was either a sigh or a horse laugh which those G. I.'s, bound for discharge, let out in our ears when they heard they were not going to be held up on their way home. We refer Mr. Harlow to a press photograph, page 14-M, *Washington Post*, May 19, showing a group of soldiers cheering and waving in the station. Maybe that was posed or synthetic, in which case we assume Mr. Harlow has impartially written a letter to *Editor & Publisher* criticizing the press. But it does show some happiness that the trains were running.

'No Bias'

We thought we exercised a good bit of initiative in being the only network reporters to tell the story by direct line from the scene—which we did with fair, if less than perfect accuracy, and with no bias toward either side.

We were under the gun on a fast-breaking story, with suspicious union men and still more suspicious railroad officials cussin' at us from all sides—and a couple of stern-faced gentlemen holding our lines in the jaws of their cutter-pliers.

We still wonder who those gentlemen with the pliers were, but they were bigger than yours truly.

Dale Morgan and
Macon Reed,
Reporters for WOL-MBS.

June 26, 1946.

P. S. Mr. Harlow must admit that we had some right interesting first-hand quotes from strikers who were waiting to hear of the strike settlement through union channels and weren't impressed with "just an announcement from the White House."

MBS Atlas

A SERIES of 106 maps covering all of the standard radio broadcast allocations in the U. S., Mexico, Canada and Cuba has been compiled and published by the engineering department of MBS. The atlas reports the stations' power, hours of operation and antenna patterns. The MBS engineering staff compiled the atlas from FCC records and has devoted one page to each of the 106 channels, showing the relative geographical distribution of stations on a frequency. Books are available at $25 copy at MBS, 1440 Broadway, New York.

DISCUSSING the Fitch sponsorship of *Vic & Sade*, started June 27, 7:30-8 p.m. CDT full-Mutual [BROADCASTING, June 17] are (l to r) Lucius Fitch, executive v. p. of F. W. Fitch Co.; L. R. Sandahl, v. p. in charge of sales; and Bernardine Flynn, known to millions since 1932 as "Sade." Show will originate in Chicago.

Luckman Maintains Lever Cut In Radio Not Lack of Faith

CHARLES LUCKMAN, recently elected president of the giant Lever Bros. last week scoffed at reports that since his elevation to the captaincy of one of the nation's three biggest soap makers he had lost his faith in radio, the medium to which he gave most credit for the skyrocket rise of Pepsodent sales when he was head of that company.

Said the 37-year-old executive of U. S. soap selling: Lever's cancellation of two network shows and its intended termination of a third "does not imply any lack of confidence in radio advertising as such."

Mr. Luckman, who for many years used radio widely to advertise Pepsodent with such programs as *Amos 'n' Andy* and later Bob Hope, announced that the Lever Bros. advertising budget would be changed from its former allocation system of 70% for radio and 30% for press to an equalizing 50-50 ratio. In a total advertising budget of $8,000,000 radio will now get half.

Lever Bros. has already cancelled Bob Burns and the daytime serial *Big Sister* and will probably cancel the *Joan Davis Show*, but the money it saved in those retrenchments has not been diverted to other media. The essence of the change is a reduction of total advertising budget.

Possibility Seen

The retrenchment was seen as possibly the outgrowth of Britain's desperate need for U. S. dollars. By reducing its advertising expenditures, the U. S. Lever Bros. might well increase its profits to deliver more return to its parent company, Unilever, in dollar-hungry Britain.

Mr. Luckman's statement to BROADCASTING follows:

"The basic aim of Lever Bros. as regards allocation of advertising expenditures between radio and publications, is to achieve a proper balance. This is essential for any advertiser.

"By that I do not mean that every advertising budget should be divided exactly in half, with radio and press sharing 50-50. The proper ratio will always depend on the particular business involved, and the products it has to sell. There can be no yardstick that would apply to all at all times.

"It is true that Lever Bros. is at present adjusting its ratio to approximately 50-50. This certainly does not imply any lack of confidence in radio advertising as such, for 50% of our advertising budget is a very substantial expenditure. But it does represent what I consider the proper balance that Lever Bros. should maintain at the present time."

VFW on 440

VETERANS of Foreign Wars of U. S. now has a coverage of 440 stations which are broadcasting their 13 quarter-hour transcribed series, *Calling All Veterans*. Series features interviews between Joseph M. Stack, commander-in-chief of V.F.W., and Washington authorities on veterans affairs. Stations in Alaska, Honolulu and all states are carrying the programs. National Publicity Director Barney Yanofsky and Radio Director Mark Kinsey arranged the series.

Gresham to NBC

HARRY FORD GRESHAM, after touring with the USO in the Central Pacific as leading man in "Three Men on A Horse," has been appointed associate director of NBC production department in New York. With the AAF in Australia, New Guinea and the Philippines during the war, Mr. Gresham had a successful career on Broadway as an actor before the war.

At Deadline ...

11 NEW STANDARD STATIONS GRANTED FRIDAY BY FCC

THREE NEW standard local stations for Pocatello, Idaho, city of 18,133 population (1940 census), already served by KSEI, among 11 grants issued by FCC Friday. Other grants authorized AM stations in Great Falls, Mont., Ronceverte, W. Va., Huntington, W. Va., Hendersonville, N. C., Mayfield, Ky., Fort Worth, Tex., Bangor, Me., and New Brunswick, N. J.

Action constituted second consecutive week in which three stations were authorized at one time for one community. FCC June 21 made triple grant to Gadsden, Ala. [BROADCASTING, June 24].

Details and principals in grants:

Pocatello Broadcasting Co., Pocatello, granted 1490 kc, 250 w. F.M. Bistline, in public transportation, commercial garage and trucking business, president, owning 40%; D'Orr Couzzens, vice president (representing KLO Ogden, Utah, which owns 25% in grantee); J. Paul Evans, realtor, secretary, 25%, and Roy T. Hale, a farmer, treasurer, with 10%.

James Brady, secretary of Brady Trust Co. of Pocatello, is president of Eastern Idaho Broadcasting and Television Co., Pocatello, granted 1450 kc, 250 w. Brady Trust Co. owns 41 2/3% of grantee. Other officers: David G. Smith, vice president, 12%, and Edwin McDermott, secretary-treasurer, 8 1/3%. Mr. Smith in livestock business while Mr. McDermott is general manager of Pocatello Post-Register.

Radio & Television Co. of Idaho, third Pocatello grant, 33 1/3% owned by Calvin L. Hale, technical advisor to KSEI. Arden D. Hale, in dairy and farming business, vice president; Melvin H. Walker, secretary; Clayton S. Hale, 50% partner in Arc-Weld Service Co., Pocatello, director; J. L. Van Orden, dairy farmer, director. All have 16 2/3% interest. Radio & Television Co. given 1240 kc 250 w.

Great Falls, Mont., grant went to Great Falls Broadcasting Co., majority stock owned by Barclay Craighead, chairman of Montana State Unemployment Compensation Board. Mr. Barclay, vice president of grantee (51%) also controls 25% of KPFA Helena. J. Russell Larcombe, publisher of Phillips County News, 33 1/3% owner Havre Daily News and publisher Montana Legionnaire, president of organization, owning 20% stock. Manager of KPFA, K. O. McPherson, secretary-treasurer, owns 10%. Other stockholders: A. T. Hibbard of Helena, 10%; James R. Bennett, realtor, 5%, and Pat M. Goodover, 2%. Station to operate on 1400 kc, 250 w unlimited time.

William E. Blake, sole owner in Ronceverte, W. Va., grant, was former telegraph editor of Wheeling (W. Va.) Intelligencer, and prior to entering Army in 1941, was affiliated with WHIS Bluefield, W. Va. Grant is for 1400 kc, 250 w power unlimited.

Hendersonville, N. C., grant to Redege Broadcasting Co., equal partnership composed of Monroe Redden and William G. Egerton, both attorneys. Station to use 1450 kc, 250 w unlimited time.

Officers and stockholders of Purchase Broadcasting Co. Inc., recipient of Mayfield, Ky., grant: Frank O. Evans, majority stockholder of Mayfield Messenger, president (66 2/3 shares common stock); W. F. Foster, clothing manufacturer, vice president (66 2/3 shares); Ellis Anderson, farming and tobacco business, secretary-treasurer (66 2/3 shares of common stock). Station will use 910 kc, 1 kw daytime.

The Fort Worth, Tex., grant to Worth Broadcasting Co., stockholders are: P. W. Seward, president, 39.8%; Joseph S. Davies, vice president, 10%; Ben G. Smith, secretary-treasurer, .2%; W. L. Gleeson, 20%; Wendell E. Phillips, 20%; Barry T. Benson, 6%; Marvin H. Miller, 2%; Victor Acres, 2%. Worth authorized 970 kc with 1 kw day operations only.

Stock in Chanticleer Broadcasting Co., New Brunswick, N. J., grant, controlled by James L. Howe, former station manager of WBTM Danville, Va., president; Ernest H. Webb, president of Webb Wire Co., vice president; John A. Lynch, attorney, secretary-treasurer; Kenneth Perry, Johnson & Johnson Co. executive; Louis B. Migliorini, owner of Rutger Chevrolet Co.; Emil Kline, cigar box manufacturer, and James G. Mayer, operator of Mayer Funeral Home, New Brunswick. Facilities: 250 w on 1450 kc.

Other grants last week went to Bangor Broadcasting Service, Bangor, Me., equal partnership composed of Sidney Sion, Lawrence Sion and Stephen Velardi, 1230 kc, 250 w unlimited time; and Huntington Broadcasting Corp. authorized unlimited time on 1450 kc, 250 w.

FCC also granted switch from 1230 kc to 1260 kc, increase from 250 w to 1 kw unlimited with directional antenna for night use, to KPOW Powell, Wyo.

CALL letters WASH requested by Metropolitan Broadcasting Corp., holder of grant for Washington, D. C. [BROADCASTING, June 17] and proposed FM grant.

ISSUES SET FOR DON LEE RENEWAL HEARINGS

TO INQUIRE into possible violations of network option rules by Don Lee Broadcasting System, FCC Friday designated for hearing applications for renewal of licenses of KFRC San Francisco, KHJ and KHJ-FM Los Angeles, KGB San Diego, and KDB Santa Barbara.

Applications to be heard on following issues:

1. To determine legal, technical, financial and other qualifications of applicant, its officers, directors and stockholders to operate said stations or any one of them.
2. To obtain current information concerning character of program service applicant may be expected to render and to determine whether such service will meet requirements of populations and areas to be served.
3. To obtain full information concerning applicant's past practices with respect to network operations and, in particular, to determine whether applicant is, or has been, engaging in practices in violations of, or designed to procure or compel violations by other stations, of provisions of section 3.104 of Commission's rules and regulations.
4. To determine whether in light of evidence adduced upon foregoing issues public interest will be served by a grant of any or all of the instant applications.

WOW RENEWAL HEARING

TO OBTAIN information regarding leases between Radio Station WOW Inc., Omaha, and Woodmen of the World Life Insurance Society and effect of leases upon applicant's financial qualifications and its ability to operate station in public interest, FCC Friday designated for hearing application for license renewal of WOW. Commission also to inquire into character of program service applicant may be expected to render.

WPOR, KALL REQUESTS GRANTED

FCC Friday granted consent to transfer of control of Centennial Broadcasting Co. Inc., licensee of WPOR Portland, Me., from William T. Morris, deceased, to John H. Hilliard, Albert T. Morris, Thomas C. Davis and Arthur C. Laske, executors of estate. No monetary consideration involved.

Commission also approved incorporation of Salt Lake City Broadcasting Co., licensee of KALL. Previously partnership, firm incorporated as Salt Lake City Broadcasting Co., Inc., composed of same partners—Abrelia S. Hinckley, George C. Hatch and Wilda Gen Hatch.

L. A. VIDEO HEARINGS JULY 24

FCC announced Friday further hearings on Los Angeles television applications to be held in Los Angeles July 24 before Comr. Wakefield. Commission to hear testimony of Howard Hughes, Hughes Tool Co., and Thomas Lee of Don Lee Broadcasting System.

TBA REQUEST GRANTED

FCC Friday granted request of Television Broadcasters Assn. to defer until Oct. 31, 1946 rule requiring minimum of two hours of broadcast service in any given broadcast day and not less than 28 hours per week.

AMERICAN Tel. & Tel. is associate member of Television Broadcasters Assn., with F. R. MacFarland, program service manager of AT&T's long lines division, as company's official representative in TBA.

Closed Circuit

(*Continued from page 4*)

other indication that 34-year-old attorney will become permanent chairman if OPA Administrator Paul A. Porter does not elect to return to FCC. Despite emasculation of OPA by Congress, prevailing opinion is Mr. Porter will ride out that onerous assignment even though his colleague, Chester Bowles, has quit stabilization post effective July 10.

LIKE his illustrious predecessor, President Truman turns to radio when pressures of home front events frustrate personal appearances. Forced to cancel trip to Philippines for its July 4 Independence Day celebration, President Truman put two minutes 35 seconds on wax last Friday to be flown to Philippines for domestic broadcast. Associate Justice Frank Murphy, former governor general of Philippines and Sen. Warren R. Austin (R-Vt.), new U. S. delegate on UNO, also transcribed addresses. It marked first time Mr. Truman had recorded his remarks for broadcast since becoming President.

RESUMPTION of Clear Channel hearings today will see unscheduled testimony at FCC's behest on Stratovision, Westinghouse-developed system of providing airborne transmissions and relay of broadcast services. Chief witness expected to be Charles E. Nobles, 28-year-old Westinghouse inventor, who has supervised recent tests of both AM and FM Stratovision transmission, with reported great success. Nobles has been called for Army induction but is expected to testify.

"CUE CHANNEL" working title of new book scheduled for Spring 1947 publication by Ziff-Davis, by Edward Kirby and Jack Harris, both former chiefs of Radio Division, Bureau of Publications, War Dept. Authors are retired colonels. Mr. Kirby now running own public relations business. Mr. Harris assistant manager, WSM Nashville. Their book, projected for 17 chapters, will relate radio's war participation in linking home with battle front.

VIDEO AT BIKINI TEST; WNBT TELECASTS

FOUR UNMANNED B-17 "Drones" flying through mushroom cloud of atomized air over Bikini yesterday equipped with television transmitters and receivers, developed and manufactured by RCA.

Telecasting from drones to mother planes gave view of cloud interior, as well as assistance in control of unmanned planes. One transmitter was in nose of each plane and another trained on plane's instrument panel to record effect of radioactive elements on electronic equipment. Special cameras were to picture scene shown on each television received in mother plane. Receivers on board *Appalachian* gave visiting dignitaries and press view of what occurred within area of bomb burst. Television cameras placed on 75-foot towers at each end of atoll, only four miles from bombing site.

WNBT New York, NBC video station, was to telecast first films of Bikini task force at time of scheduled dropping of bomb. Picture was to show departure from San Francisco, arrival at Bikini and preparations for test. Pictures taken by Roy Phelps for video reproduction over six cooperating stations, edited for television pool by Claude R. Collins, stationed at Navy Photo Science Lab.

WRUL LICENSE RENEWED WITH OTHERS

STATUS of international shortwave broadcasting late Friday appeared settled for at least three months, with World-Wide Broadcasting Foundation taking over active management of its stations today.

Following charges by Walter S. Lemmon, president, World Wide, that State Dept. official threatened loss of license if Foundation failed to "cooperate" by assigning all its time to Government, and assertion by FCC officials that no frequencies were available for private licensees under "pool" plan [BROADCASTING, June 24], FCC Friday renewed all shortwave licenses, including World Wide's, for three months.

As BROADCASTING went to press, Senate-House Conferees on State, Justice, Commerce 1947 Appropriations Bill (HR-6056) formulating report for release Saturday. It appeared Ball amendment restricting State Dept. to purchase of 75% of international shortwave station time would be adopted. Indications also were conferees would restore entire $19,284,778 budget for State's International Information & Cultural Affairs program, thereby assuring continuation of Government shortwave broadcasting until June 30, 1947. House earlier cut fund to $10,000,000, but Senate restored it, adding Ball amendment after Mr. Lemmon and Dr. Harlow Shapley, World Wide board chairman, testified at special session of Appropriations subcommittee.

State Dept. and FCC both filed protests with conferees last week, urging defeat of Ball amendment. Mr. Lemmon filed letter claiming Government agencies misinterpreted amendment, urged its adoption.

HOOPER GROUP INCLUDES AGENCY, ADVERTISING HEADS

INCLUSION of advertising managers of radio's top sponsors and agency program and timebuying executives expected to give C. E. Hooper Inc. Standards Setting Committee broader viewpoint in considering audience-measurement techniques. Move, announced Friday following first meeting of Standards committee of research experts Thursday, in line with plans revealed last winter by Hooper but held up pending resolution of CAB reorganization.

Procedure adopted by committee calls for Hooper management to prepare agenda for meetings, tentatively scheduled at 60-day intervals, committee to act as advisory body only. Committee suggested question of selling Hooper reports to competing media be taken up with networks and NAB.

Attendance: Kenneth H. Baker, NAB; Edward Battey Jr., Compton Adv.; H. M. Beville, NBC; Henry Brenner, Standard Brands; Lawrence Deckinger, Biow Co.; Edward Evans, ABC; George H. Gallup, Young & Rubicam; Marion Harper Jr., McCann-Erickson; E. P. H. James, MBS; Thomas J. MacGowan, Firestone Tire & Rubber Co.; C. A. Pooler, Benton & Bowles; Gordon Scrowcroft, Lever Bros. Co.; Gerald Tasker, Newell-Emmitt Co.; Elmo C. Wilson, CBS.

GOLF TOURNAMENT SPONSOR

GEORGE S. MAY Co., publisher of *Business Engineering*, sponsors NBC exclusive broadcast of All-American Golf Tournament, July 28, 6:30 p.m. Contract placed through Jim Duffy Agency, Chicago. Bill Stern will announce match at Tam O'Shanter Country Club, Chicago.

MIDDLEBROOKS APPOINTED NAB ENGINEERING DIRECTOR

JAMES L. MIDDLEBROOKS, engineering director of Field Enterprises Inc., Friday named NAB director of engineering, according to A. D. Willard Jr., NAB executive vice president. He assumes office July 1, succeeding Howard S. Frazier, acting director, who resigned last spring to enter station consulting practice.

Before joining Field he had been in Navy 3½ years, holding rank of commander. Prior to service, was in charge of construction for CBS general engineering department, traveling in all 48 States and foreign countries. Was in charge of building WABC New York and WTOP Washington transmitters. He is graduate of Alabama Polytechnic Institute. First industry job was construction of WAPI Birmingham for U. of Alabama.

C OF C BOARD APPROVES ADVERTISING CAMPAIGN

ADVERTISERS urged Friday by Board of Directors, U. S. Chamber of Commerce, "to earmark a definite part of their respective advertising budgets for ads designed to assist the American people to think straight about the American economic system." Plan had been proposed by Advertising & Sales Promotion Subcommittee of Domestic Distribution Dept. Committee.

During summer detailed plan of carrying out subcommittee program will be developed with final effort getting under way in fall. Campaign will be waged on national and local levels, involving all media. William Jackson, C of C president, envisions national council in advertising to guide plan much as Advertising Council correlates public service advertising. Subcommittee chairman is Leonard W. Tresler, General Outdoor Adv. Co. Plan originally suggested by Don Belding, Foote, Cone & Belding, and P. W. Lennen, Lennen & Mitchell, at recent AAAA session, with ideas of many others included.

FRED DEVOE BROWN

FRED DEVOE BROWN, 37, production manager of World Broadcasting System, Chicago, died suddenly Thursday of coronary thrombosis. Survived by wife, three children. Funeral services held Saturday.

SNAFU

ROUND TABLE discussion of atomic bomb test heard through network pool broadcast last Saturday was "on the record"—but that was what caused commotion. Voices of War Sec. Patterson, General Eisenhower, and Admiral Nimitz recorded several days before, with NBC, originating net, understanding recording was precautionary measure, in case of transmission difficulties; Army-Navy officials involved understanding it to be "*the* show." Consequently, "brass" unavailable for live show, as they believed they had finished with program days before. After bickering and tearing of hair—NBC's—network agreed to waive transcription ruling, and use recorded voices. As BROADCASTING went to press, arrangement was to use above three recorded, Navy Secretary Forrestal and Admiral Blandy live from Bikini, General Spaatz from ETO. NBC and ABC carried at 6:30 p.m. (EST), Mutual at 10:30 p.m., re-recorded.

People

REGINALD T. TOWNSEND, vice president of Lennen & Mitchell, New York, made Chevalier of National Order of Legion of Honor of France. Mr. Townsend notified of honor conferred upon him last week by Henri Bonnet, French ambassador.

FREDERICK W. FROST, released from armed services, rejoined Young & Rubicam, New York, as radio commercial writer.

DON PETTY, NAB general counsel, Friday addressed Junior Chamber of Commerce convention at Milwaukee.

MARY KATHERINE CAVANAUGH, head of press relations for NBC Washington (WRC), has resigned as of July 15 to be married. Her replacement is JAY ROYAN of WRC news room.

EDWARD G. K. DEVERILL, formerly with Hawaiian Broadcasting System, Honolulu, joins WQXR New York as night manager.

JOHN K. AARON, former news director, WQXR New York, becomes director of continuity with transfer of *New York Times* news to WQXR effective today.

MORE SPONSORS SIGNED FOR NBC COOPERATIVES

NBC stations department last week announced sale of four cooperative programs and renewals of two more. J. I. Frozen Foods Co., St. Louis, purchased Tuesday, Thursday periods of *Maggi's Private Wire* on KSD St. Louis and Lan-O-Sheen Corp., St. Louis, renewed program on Monday, Wednesday, and Friday. *Harkness of Washington* sold to James Hanley Co., Hartford, Monday, Wednesday, Friday on WTIC. Faulk Collier Bonded Warehouse, Monroe, La., purchased *Kaltenborn Edits the News* Monday, Wednesday, on KNOE, Monroe, La.

Albert Stapp Auto Service, Birmingham, bought *Veterans Advisor*, Saturday on WBRC Birmingham. *World News Roundup* Monday through Saturday, renewed by James G. Gill Co., Norfolk, 52 weeks on WTAR Norfolk. Effective July 5, Gill drops present Tuesday, Thursday, Saturday schedule on WTAR and substitutes Monday, Wednesday, Friday.

RCA FM SET OUTPUT 60%, SAYS ELLIOTT

J. B. ELLIOTT, RCA vice president in charge of Home Instrument Division, testified before FCC Friday that beginning Sept. 1 RCA will have complete line of FM receivers beginning at $69.95. Appearing at engineering hearings on Chicago FM applications, Mr. Elliott told Commission 40-60% of RCA FM line will be table models costing $70. Consoles begin at $275.

About 60% of total set production, excluding auto radios and battery sets, will be FM, he said. Mr. Elliott appeared before Commission in answer to demands by UAW-CIO at early June Chicago hearings that Gen. David Sarnoff, RCA president, be subpœnaed to ascertain whether RCA was holding up FM set production. UAW-CIO charged manufacturers were holding up production to stifle FM. Sen. Glen H. Taylor (D-Idaho) made similar charges to Attorney General Clark Monday (see page 23).

a COMMON DENOMINATOR for

This Much of America!

IN A VAST area where 9.5% of all the people in the United States live, WLW has a serious and difficult responsibility . . . to program its clear channel facilities satisfactorily for all segments of that considerable population.

These people live in portions of six states. Three and a half million are concentrated into 14 cities of 50,000 or more. Another six and a half million live in 216 incorporated towns of less than 50,000 and in uncounted hundreds of villages and hamlets. Two and a half million live on farms.

185 cities and towns in the area have no local radio station. We must remember them in our programming. Four out of every five are not farmers. We must provide the farmers essential radio service, but we must not forget the small town merchant, professional man, housewife and worker. Many of them depend largely on WLW for radio's top-rated entertainment.

We must cull from the news all the local references that will not be of interest to a large part of our audience, and we must emphasize news of a regional nature. Our farm service must be tailored to the territory . . . we cannot just pass along the national farm news and information.

Yes, WLW must be a common denominator for many people of many ways of life. It is significant, we believe, that both the Nielsen Radio Index, and the NBC 1944 All-County Survey, show that 17 of every 20 radio families in this WLW area listen regularly to the Nation's Station . . . proof enough that WLW fulfills its difficult responsibility eminently well.

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THE NATION'S MOST MERCHANDISE-ABLE STATION